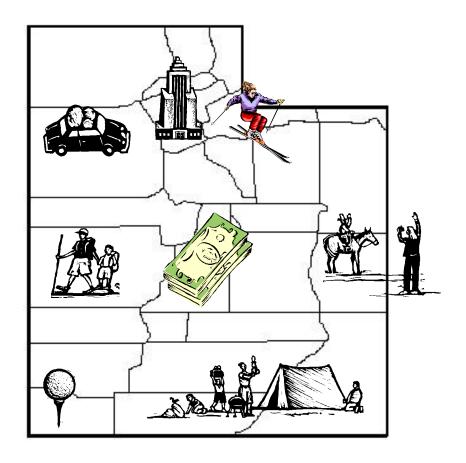


2002 State and County Economic & Travel Indicator Profiles



Utah Division of Travel Development Department of Community & Economic Development September 2002

2002 State and County Economic & Travel Indicator Profiles

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INTRODUCTION

Publication Overview

The original *Economic and Travel Industry Profiles for Utah Counties* was developed and published in 1993 by the Utah Division of Travel Development as a means for describing Utah's tourism economy at the state and county level. The economic impact models were developed as a collaborative effort with the Governor's Office of Planning and Budget and the Department of Community and Economic Development with input from the Department of Workforce Services, the Utah State Tax Commission, the University of Utah's Bureau of Business and Economic Research and the Governor's Economic Coordinating Committee. The report proved to be a valuable source of information to local and regional tourism planning. Since that time, the annual *State and County Economic & Travel Indicator Profiles* has continued to monitor and provide the most accurate and current information on tourism in Utah. Periodic revisions of methodology and design have occurred as necessary to maintain accuracy, consistency and reliability.

Definition of Travel and Tourism

The World Tourism Organization defines the travel and tourism industry as the activities of persons traveling and staying in places outside their usual environment. Consequently, measuring the travel and tourism industry consists of measuring business sectors that provide visitors with the products and services they need while outside their "usual environment."

Such measurement is a complex task, more so since tourism is not an industry in the traditional sense of mining or manufacturing. Main business sectors within the industry usually include transportation, eating and drinking establishments, hotels and other lodging places, auto rentals and amusement and recreation services. While most tourism businesses reside within the services sector of the economy, the impacts of tourism-related businesses often cross boundaries into other sectors, including retail, construction, government, public utilities, real estate, agriculture, mining and manufacturing. Travel and tourism consistently ranks among Utah's five most important economic activities.

Availability of Report

Copies of the annual *State and County Economic & Travel Indicator Profiles* are sent to state and local government leaders, economic development and tourism officials, federal and state land management agencies, tourism industry associations and trade groups, academic institutions, and individual business owners. Every effort is made to ensure distribution of this valuable resource to all interested parties. Limited print copies of the report are available at the Utah Division of Travel Development (call 801-538-1317). The complete report is also available in downloadable form on the Division's Internet website: www.utah.org/travel in the Research and Planning section.

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Executive Summary

- Tourist arrivals to Utah decreased to 17.3 million in 2001, down -2.3% from 2000's 17.7 million. The decrease was part of a nationwide downturn in tourism as a result of the terrorist attacks of 9/11 and a slumping economy.
- Total spending by travelers decreased by -2.4% in 2001, totaling \$4.15 billion. Taxable sales figures from five key industry sectors (transportation, eating & drinking, hotels, auto rentals and amusement & recreation) provide additional evidence of weakening in Utah's tourism economy. The 1.9% tourism sector growth rate in 2001 is significantly lower than the 6% to 7% average of the last five years. 2001 also marked the first time in seven years that growth in tourism did not exceed the statewide growth rate (1.9% vs. 2.4%)
- Total state and local tax contributions from traveler spending totaled \$332 million in 2001. Tax revenues from traveler spending provided tax relief of \$475 per Utah household. Local tax revenues accounted for \$86 million while \$246 million accrued to state tax coffers.
- County-based tourism tax collections (transient room tax, restaurant tax, car rental tax) totaled nearly \$50 million in 2001, up nearly 3% over 2000. Six counties (Salt Lake, Summit, Utah, Washington, Davis and Weber) accounted for 86% of total tourism tax revenues. However, year-over comparisons reveal growth and declines in areas throughout the state.

	Total Collections	Statewide Growth Rate	Positive Growth	Negative Growth	Strong Performers
Transient Room Tax	\$17.4 Mil.	1.9%	13 Counties (45%)	16 Counties (55%)	Morgan (104%) Sanpete (37%) Duchesne (9%)
Restaurant Tax	\$21.9 Mil.	4.3%	21 Counties (84%)	3 Counties (12%)	Rich (93%) Uintah (14%) Wasatch (13%)
Car Rental Tax	\$9.2 Mil.	0.0%	2 Counties (25%)	6 Counties (75%)	Weber (55%) Salt Lake (3%)
COMBINED TOTAL	\$49.7 Mil.	2.6%	18 Counties (62%)	11 Counties (32%)	Rich (45%) Sanpete (18%) Morgan (17%) Beaver (17%)

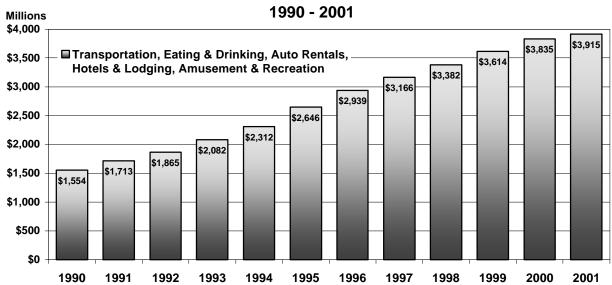
- Despite declines in the number of visitors and total visitor spending, the number of tourism-related jobs increased during 2001. The approaching 2002 Olympic Winter Games supported strong job growth in the lodging and amusement and recreation sectors. An estimated 3,000 new tourism-related jobs were created in Utah in 2001, bringing the statewide total to 128,500. Salt Lake County led the way with over 40,000 direct tourism-related jobs. Summit, Utah, Davis, Washington and Weber Counties each accounted for over 4,000 tourism-related jobs.
- The 2.4% job growth in the tourism sector surpassed total statewide job growth of 0.9%. Tourism-related jobs account for almost 12% of total nonfarm jobs in Utah (one in every nine jobs). The total number of jobs in the tourism sector surpassed the total number of jobs in manufacturing during 2001, making tourism the fourth largest employment sector in the state, following services, trade, and government.
- Although the top six counties account for nearly 80% of tourism-related jobs, many rural Utah counties are highly dependent on tourism. Travel related jobs account for more than a fifth of total nonfarm employment in ten Utah counties: Daggett, Garfield, Grand, Summit, Rich, Kane, Beaver, Wayne, Wasatch, and San Juan Counties.

Statewide Performance Indicators

SUMMARY OF UTAH TOURISM ACTIVITY - 2001									
Economic Indicators	2001	2000	% Change						
Total Non-Resident Visitors	17.3 Million	17.7 Million	-2.3%						
U.S. Visitors	16.7 Million	17.1 Million	-3.3%						
International Visitors	630,000	700,000	-10.0%						
Total Tourism Spending	\$4.15 Billion	\$4.25 Billion	-2.4%						
Total Tourism-Related Tax Revenues	\$332 Million	\$340 Million	-2.4%						
State Tax Revenues	\$246 Million	\$252 Million	-2.4%						
Local Tax Revenues	\$86 Million	\$88 Million	-2.3%						
Total Tourism-Related Employment	128,500	125,500	2.4%						
Direct Tourism Employment	72,000	70,400	2.3%						
Indirect Tourism Employment	56,500	55,100	2.5%						
Tax Indicators	2001	2000	% Change						
Total Tourism Tax Revenues	\$53.3 Million	\$52.1 Million	2.3%						
Transient Room Tax Revenue	\$18.5 Million	\$18.2 Million	2.0%						
Restaurant Tax Revenue	\$21.9 Million	\$21.0 Million	4.3%						
Car Rental Tax Revenue	\$12.9 Million	\$12.9 Million	-0.1%						
Total Gross Taxable Sales (GTS)	\$31.6 Billion	\$32.4 Billion	2.4%						
Total Tourism-Related GTS	\$3.9 Billion	\$3.8 Billion	1.9%						
Transportation GTS	\$143 Million	\$149 Million	-4.5%						
Eating & Drinking GTS	\$1,946 Million	\$1,906 Million	2.1%						
Auto Rentals GTS	\$506 Million	\$488 Million	3.6%						
Hotels & Lodging GTS	\$597 Million	\$583 Million	2.4%						
Amusement & Recreation GTS	\$724 Million	\$714 Million	1.3%						
Volume Indicators	2001	2000	% Change						
Airline Passengers at Salt Lake Int'l Airport	18.9 Million	19.9 Million	-5.0%						
National Park Visitors	4.75 Million	5.2 Million	-9.2%						
National Monument & Rec. Area Visitors	5.5 Million	5.6 Million	-3.0%						
State Park Visitors	6.1 Million	6.6 Million	-7.3%						
Utah Welcome Center Visitors	660,000	732,000	-9.8%						
Total Skier Visits	3.0 Million	3.3 Million	-9.3%						
Statewide Hotel Occupancy Rate	59.9%	60.9%	-1.0%						

SOURCE: Data collected from reporting agencies by the Utah Division of Travel Development

Gross Taxable Sales for Tourism-Related Industries



TOURISM-RELATED ECONOMIC AND TAX IMPACTS ON UTAH COUNTIES SUMMARY - 2001

	Tourism-Related Economic Impacts							Tourism	-Relate	d Tax Rev	enues				
		%		%	Tourism		%	Transient	%	Restaurant	%	Car Rental	%	Total Tax	%
County	Spending	Change	Employment	Change	Dependence	Tax Revenues	Change	Room Tax	Change	Tax	Change	Tax	Change	Revenues	Change
Beaver	\$23,100,000	-5.7%	459	-1.1%	24.7%	\$480,000	-5.9%	\$88,023	-4.6%	\$19,809	NA	\$0	NA	\$107,832	16.8%
Box Elder	\$35,400,000	-6.6%	705	-1.8%	4.0%	\$737,000	-6.6%	\$80,173	-3.5%	\$294,189	2.0%	\$0	NA	\$374,362	0.8%
Cache	\$72,800,000	-5.2%	1,449	-0.3%	3.4%	\$1,515,000	-5.2%	\$226,991	-3.5%	\$601,694	4.6%	\$0	NA	\$828,685	2.2%
Carbon	\$32,600,000	-2.7%	649	2.2%	7.5%	\$679,000	-2.7%	\$138,921	3.5%	\$163,386	5.4%	\$0	NA	\$302,307	4.5%
Daggett	\$10,500,000	-10.3%	208	-6.3%	48.7%	\$218,000	-10.7%	\$56,567	5.7%	\$15,550	-1.2%	\$0	NA	\$72,117	4.1%
Davis	\$277,600,000	-1.6%	5,521	3.4%	6.3%	\$5,773,000	-1.6%	\$436,783	-4.8%	\$1,787,328	4.1%	\$29,330	-65.4%	\$2,253,441	-0.3%
Duchesne	\$25,300,000	-3.8%	503	1.2%	9.8%	\$526,000	-3.7%	\$27,668	9.2%	\$67,333	12.0%	\$0	NA	\$95,001	10.9%
Emery	\$13,600,000	1.5%	270	6.7%	7.7%	\$282,000	1.4%	\$19,165	-13.2%	\$0	NA	\$0	NA	\$19,165	-13.2%
Garfield	\$50,800,000	-7.3%	1,011	-2.6%	47.2%	\$1,057,000	-7.3%	\$434,922	-11.2%	\$102,201	-14.3%	\$0	NA	\$537,123	-11.8%
Grand	\$96,500,000	-2.7%	1,920	2.2%	45.5%	\$2,008,000	-2.7%	\$786,134	-1.8%	\$213,484	3.7%	\$13,813	-44.9%	\$1,013,431	-1.7%
Iron	\$75,500,000	-3.7%	1,501	1.1%	10.7%	\$1,570,000	-3.7%	\$390,515	-7.4%	\$309,917	2.1%	\$0	NA	\$700,432	-3.4%
Juab	\$18,200,000	1.7%	363	7.4%	13.6%	\$380,000	2.4%	\$57,396	-3.3%	\$74,317	10.1%	\$0	NA	\$131,713	3.9%
Kane	\$44,900,000	-6.5%	894	-1.7%	30.8%	\$935,000	-6.4%	\$270,451	-4.7%	\$79,121	0.1%	\$0	NA	\$349,572	-3.7%
Millard	\$23,000,000	-3.4%	457	1.6%	13.1%	\$478,000	-3.2%	\$73,176	4.4%	\$0	NA	\$0	NA	\$73,176	4.4%
Morgan	\$7,000,000	2.9%	140	8.5%	8.5%	\$146,000	2.8%	\$2,331	103.5%	\$22,243	11.8%	\$38	NA	\$24,612	17.0%
Piute	\$2,000,000	11.1%	40	14.3%	14.3%	\$42,000	10.5%	\$4,434	-13.3%	\$0	NA	\$0	NA	\$4,434	-13.3%
Rich	\$10,000,000	-1.0%	199	4.2%	34.7%	\$208,000	-1.0%	\$52,570	0.5%	\$93,740	93.2%	\$0	NA	\$146,310	45.1%
Salt Lake	\$2,013,500,000	-2.3%	40,049	2.7%	7.4%	\$41,880,000	-2.3%	\$8,528,543	3.6%	\$10,836,559	3.2%	\$9,167,843	2.5%	\$28,532,945	3.1%
San Juan	\$37,400,000	-13.2%	744	-8.8%	19.5%	\$778,000	-13.3%	\$230,996	-6.6%	\$0	NA	\$0	NA	\$230,996	-6.6%
Sanpete	\$21,300,000	-12.0%	424	-7.4%	6.2%	\$443,000	-11.9%	\$48,513	36.8%	\$87,439	9.3%	\$0	NA	\$135,952	17.7%
Sevier	\$33,900,000	-4.2%	675	0.6%	9.4%	\$706,000	-4.2%	\$183,979	6.2%	\$144,123	12.3%	\$1,891	-66.9%	\$329,993	7.4%
Summit	\$332,900,000	0.2%	6,622	5.3%	41.8%	\$6,925,000	0.2%	\$3,215,994	8.7%	\$961,764	6.3%	\$0	NA	\$4,177,758	8.1%
Tooele	\$37,600,000	-1.8%	748	3.0%	6.4%	\$782,000	-2.0%	\$128,664	-7.9%	\$212,787	0.7%	\$0	NA	\$341,451	-2.7%
Uintah	\$43,600,000	-4.6%	867	0.1%	8.8%	\$907,000	-4.6%	\$163,176	0.1%	\$190,412	14.0%	\$3,133	-30.3%	\$356,721	6.6%
Utah	\$308,300,000	-0.8%	6,133	4.2%	4.0%	\$6,413,000	-0.8%	\$950,607	-5.3%	\$2,915,496	7.3%	\$0	NA	\$3,866,103	3.9%
Wasatch	\$47,100,000	-4.3%	936	0.4%	19.9%	\$979,000	-4.4%	\$209,492	-4.0%	\$209,681	13.1%	\$0	NA	\$419,173	3.9%
Washington	\$229,800,000	-1.5%	4,571	3.5%	12.8%	\$4,780,000	-1.5%	\$1,174,808	3.2%	\$925,516	5.0%	-\$58,390	-147.3%	\$2,041,934	-4.7%
Wayne	\$12,800,000	-6.6%	255	-1.9%	23.0%	\$267,000	-6.6%	\$84,445	-16.5%	\$33,448	-13.8%	\$0	NA	\$117,893	-15.8%
Weber	\$212,800,000	-1.6%	4,233	3.4%	4.9%	\$4,427,000	-1.5%	\$506,298	0.1%	\$1,568,066	0.4%	\$90,083	55.3%	\$2,164,447	1.8%
State of Utah	\$4,150,000,000	-2.4%	128,500	2.4%	11.9%	\$86,320,000	-2.4%	\$18,571,734	2.0%	\$21,929,603	4.3%	\$9,247,744	0.0%	\$49,749,081	2.6%

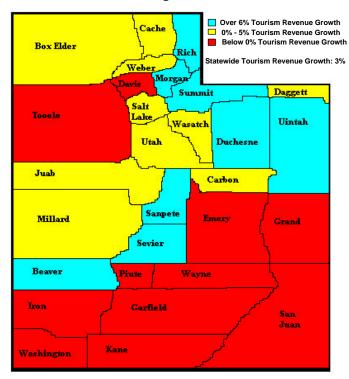
SOURCE: Information was collected from the Utah State Tax Commission and the Utah Department of Workforce Services and adapted by the Utah Division of Travel Development based on economic models developed in cooperation with these agencies as well as the Governor's Office of Planning and Budget, the Department of Community and Economic Development, the University of Utah's Bureau of Business and Economic Research and the Governor's Economic Coordinating Committee.

TOURISM RELATED TAX REVENUES FOR UTAH COUNTIES

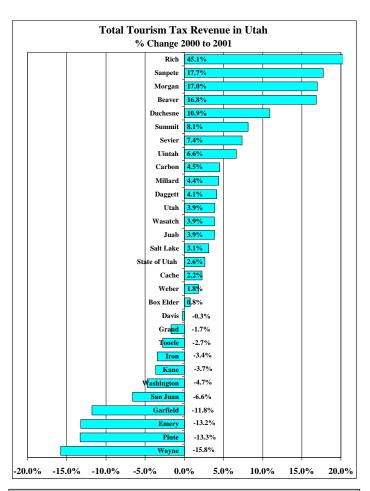
Summary 2001

Rank	County	2001 Tourism Tax Revenues	Percent of State Total	Rank	County	2001 Tourism Tax Revenues	Percent of State Total
1	Salt Lake	\$28,532,945	57.4%	16	Sevier	\$329,993	0.7%
2	Summit	\$4,177,758	8.4%	17	Carbon	\$302,307	0.6%
3	Utah	\$3,866,106	7.8%	18	San Juan	\$230,996	0.5%
4	Davis	\$2,253,441	4.5%	19	Rich	\$146,310	0.3%
5	Weber	\$2,164,447	4.4%	20	Sanpete	\$135,952	0.3%
6	Washington	\$2,041,934	4.1%	21	Juab	\$131,713	0.3%
7	Grand	\$1,013,431	2.0%	22	Wayne	\$117,893	0.2%
8	Cache	\$828,685	1.7%	23	Beaver	\$107,832	0.2%
9	Iron	\$700,432	1.4%	24	Duchesne	\$95,001	0.2%
10	Garfield	\$537,123	1.1%	25	Millard	\$73,176	0.1%
11	Wasatch	\$419,173	0.8%	26	Daggett	\$72,117	0.1%
12	Box Elder	\$374,362	0.8%	27	Morgan	\$24,612	0.0%
13	Uintah	\$356,721	0.7%	28	Emery	\$19,165	0.0%
14	Kane	\$349,572	0.7%	29	Piute	\$4,434	0.0%
15	Tooele	\$341,451	0.7%	STATE	OF UTAH	\$49,749,082	100.0%

TOTAL TOURISM-RELATED TAX REVENUES % Change 2000 to 2001



SOURCE: Utah State Tax Commission



Tourism related tax revenues include monies collected from the county-option tourism taxes including the transient room tax, prepared foods tax (restaurant tax), and short-term vehicle lease tax (car rental tax). In 2001, the only tax rate change was the adoption of the prepared foods tax in Beaver County, which significantly increased their total tourism related tax revenues. All 29 counties have adopted the 3% transient room tax (the rate in Salt Lake County is 3.5%). 25 counties have adopted the prepared foods tax at the 1% level (Emery, Millard, Piute, and San Juan have not adopted the tax). Three counties have adopted a 3% short-term vehicle lease tax (Duchesne, Grand, and Uintah) and seven counties have adopted a 7% short-term vehicle lease tax (Davis, Morgan, Rich, Salt Lake, Sevier, Washington, and Weber).

2001 HIGHLIGHTS

Overview

In contrast to 2000, when consumer optimism and robust spending helped offset several external shocks to the industry, the effects of an international, national and regional economic slowdown combined with the effects of the terrorist events of September 11th have negatively impacted the state's tourism economy. Helping to mitigate the negative effects of the economic slowdown and the terrorist activity has been the increased media interest and improved visibility the state has enjoyed as a result of the Olympics. The addition of Olympic facilities, resort expansions, hotels, and infrastructure improvements have increased the state's tourism capacity and improved its competitive positioning.

Fewer Visitors, But More Jobs

Non-resident tourism arrivals to Utah decreased in 2001 for the second consecutive year. Visitation reports indicated fewer passengers at the Salt Lake International Airport as well as fewer visitors to national and state parks and state-operated welcome centers. The statewide hotel and motel occupancy rate fell below 60% for the year. However, significant expansion in the state's hotel industry has increased the number of available rooms. Hotel room rents increased slightly during the year, suggesting some growth despite lower occupancies. The state's ski industry expected a difficult season in 2001/02 as the combination of the Olympics, economic uncertainty and a reluctance to travel dampened demand for ski vacations to Utah. By season's end, total skier days declined -9% to just under 3 million. Vehicle traffic along Utah's major highways and Interstates registered positive growth during 2001, although slower than in recent years. During 2001, an estimated 17.3 million non-resident visitors traveled to Utah, a -2.3% decline from 2000 and -5% below 1999's peak of 18.2 million visitors.

Consumers began retrenching during 2001 as increasing economic uncertainty threatened incomes, employment and confidence. The shift in spending behavior combined with fewer visitors caused traveler spending in Utah to decline. Travelers spent an estimated \$4.15 billion in Utah in 2001, a decline of -2.4% from 2000. Still, travel-related spending generated \$332 million in state and local tax revenues, providing tax relief of \$475 per Utah household. Despite reduced activity levels in the industry, final preparations for the Olympics and capacity increases generated positive job growth. During 2001, total travel-generated employment increased 2.4% to an estimated 128,500, or one out of every nine non-farm jobs.

Impact of September 11th

The impacts of the terrorist attacks on the travel and tourism industry have been well publicized. Travel to Utah was already declining during the first eight months of the year. However, from September through the end of the year, tourism suffered a sharp reduction as consumers cancelled or postponed planned trips.

Despite the reduction in tourism, Utah experienced fewer overall negative effects as a result of the terrorist attacks than many other destinations in the U.S. due to several factors:

- 4th qtr. visitation is normally lower than other times of the year
- Focus on local and regional markets
- Reliance on auto travel compared to air travel
- Popular destination for visiting friends and family (less susceptible to declines than other segments)
- Boost from Olympic-related activity



Despite these positive mitigating factors, Utah's travel industry suffered through a prolonged period of reduced demand. Spurred by a stronger than expected ski season opening and the sustained activity relating to hosting the Olympic Winter Games, Utah tourism experienced less of a downturn during the winter months than many other destinations. Recovery is anticipated to accelerate during Summer 2002 with the leisure travel segment leading the way. Business and international travel will likely remain sluggish throughout the year.

¹ Visitation reports collected from Salt Lake City Department of Airports, National Park Service, Utah Division of Travel Development, Utah Division of State Parks and Recreation, Utah Department of Transportation, Ski Utah and the Rocky Mountain Lodging Report.

Impact of the 2002 Olympic Winter Games

The 2002 Olympic Winter Games will focus national and international attention on Utah. Millions of favorable impressions and images generated from Olympic-related exposure should translate into future gains in traveler spending and greater tax relief for Utah residents. Estimates indicate the total economic impact from the Games between 1996 and 2003 will total \$4.5 billion, including 35,000 job years of employment, \$1.5 billion in earnings to Utah workers, and net revenue of \$76 million to state and local government. Notwithstanding the significant benefits of the Games themselves, even greater benefits are possible in the years to come. Opportunities for increased business and tourism development as well as the lasting impacts of infrastructure improvements and Olympic facilities will impact the state for many years to come.

Documented research of past Olympic host cities has revealed several lessons that can be applied to the 2002 Games in Salt Lake City:

- Economic circumstances will significantly influence growth prospects before, during, and after the Olympic Games. While significant, Olympic-related effects represent only a small portion of total economic activity within a host community.
- Successful presentation of the Games does not guarantee future growth. There is
 a clear need for post-Olympic marketing. Marketing initiatives must be flexible
 and adaptive in response to how the media portrays the host community, the
 overall imagery that evolves during the Games, and the lasting impressions that
 remain with consumers.
- Olympic-related growth is most favorable during the first three years following
 the Games while awareness of the host community remains high. Growth is also
 most likely to occur within the Olympic core region. However, due to accelerated
 investment and development that usually occurs prior to hosting the Games, there
 can be some economic volatility as excess capacity is absorbed and more
 sustainable growth patterns emerge.
- Teamwork and collaborative efforts among multiple and disparate groups is
 essential to any Olympic maximization strategy. It is important to preserve the
 relationships and the networks that are built for Olympic planning to prepare for
 and respond to the post-Games environment.



2002 Outlook - Moving Forward with a Purpose

Years of strong economic growth and buoyant consumer confidence have translated into significant gains from tourism-related industries. Sensitive to changes in macroeconomic conditions, tourism growth has slowed as growth in the overall economy has also decelerated. Despite the slowdown, tourism in Utah is expected to grow considerably in the next five years as awareness gains from the 2002 Olympic Winter Games translate into increased visitation.

Capital investments in ski resorts, Olympic attractions, hotel construction, and infrastructure development bode well for the future. National trends highlight opportunities in key segments of the travel market including adventure travel, cultural and heritage tourism, nature-based travel, and family travel. Utah is well positioned to attract visitors seeking a higher quality, more unique experience. Continued investment in focused marketing and promotion efforts is essential to transforming the attention and image awareness generated by the Olympics into significant and sustainable economic gains.

2001 Tax Barometer

Gross Taxable Sales. Gross taxable sales from five tourism dependent industries (transportation, eating and drinking places, auto rentals, hotels and lodging and amusement is recreation) is measured as an indicator of the relative performance of Utah's tourism industry. During 2001, the collective sales of those five industries grew slightly at 1.9%. The 2001 tourism industry growth rate was considerably less than the 6% to 7% growth rates recorded in each of the last several years. In addition, for the first time in seven years, tourism failed to outpace the statewide growth rate (2.4%). Four of the five major tourism industry sectors recorded positive growth in 2001, led by auto rentals (3.6%), hotels and lodging places (2.4%), and eating and drinking establishments (2.1%).

² 2002 Olympic Winter Games – Economic, Demographic and Fiscal Impacts, Governor's Office of Planning & Budget, November 2000

Amusement and recreation services increased slightly (1.3%) while and transportation services recorded a decline of -4.5%.

Total County-Based Tourism Taxes. Tourism-related tax revenues include monies collected from the county-option tourism taxes including the transient room tax, prepared foods tax (restaurant tax), and the short-term vehicle lease tax (car rental tax). In 2001, total tourism-related tax revenues in Utah totaled \$49.7 million, 2.6% above 2001 total revenues. The restaurant tax, which is levied by 25 counties, accounted for 44% of total revenues at \$21.9 million. The transient room tax, which is collected by all 29 counties, accounted for \$18.6 million, or 37% of the total. The car rental tax, collected in only nine counties, accounted for 19% of the total with \$9.2 million in revenues.

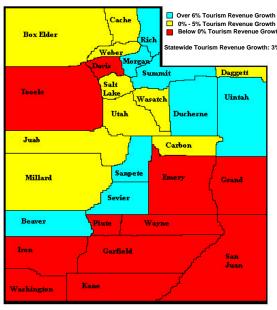
There are major differences in the revenues collected by the various counties. Nearly 75% of the tourism-related tax revenues are based in the four Wasatch Front counties (Salt Lake, Davis, Weber, and Utah). Salt Lake County, with \$28.5 million in revenues, accounted for 57% of the statewide total. Summit County collected \$4.2 million in revenues (8%), followed by Utah County with \$3.9 million (8%), and Davis, Weber, and Washington Counties with just over \$2 million each.

County-Based Tourism Tax Revenues										
More than \$5 million	\$1 to \$5 million	\$300,000 to \$1 million	\$100,000 to \$300,000	Less than \$100,000						
Salt Lake	Summit	Cache	San Juan	Duchesne						
	Utah	Iron	Rich	Millard						
	Davis	Garfield	Sanpete	Daggett						
	Weber	Wasatch	Juab	Morgan						
	Washington	Box Elder	Wayne	Emery						
	Grand	Uintah	Beaver	Piute						
		Kane								
		Tooele								
		Sevier								
		Carbon								

During 2001, the majority of counties in Utah (18) increased their total tourism-related tax revenues. Small counties such as Rich (45%), Sanpete (18%), Morgan (17%), and Beaver (17%) led the way. With the exception of Davis and Tooele Counties, which both experienced small declines, every county in northern Utah reported revenue gains compared to 2000. By contrast, nearly every county in southern Utah experienced declining revenues from tourism related taxes. The center of the state, including

Wayne, Piute, Emery, and Garfield Counties, suffered the greatest declines in tourism tax revenue, each falling by more than -10%.

TOTAL TOURISM-RELATED TAX REVENUES % Change 2000 to 2001



SOURCE: Utah State Tax Commission

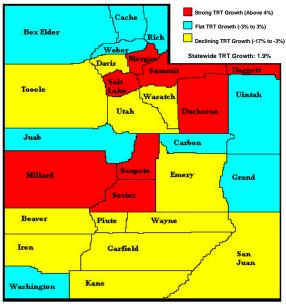
Transient Room Tax. During the past several years, hotel construction has significantly increased the number of available rooms throughout the state. In Salt Lake County alone, hotel inventories have increased 59% between 1996 and 2001, culminating in the completion of the 359-room Salt Lake City Marriott City Center in December 2000 and the 775-room Grand America in March 2001. Statewide, the number of available rooms is estimated to be 46,900.³ Demand for rooms has not kept pace with inventory growth, placing downward pressure on both occupancies and room rates. Occupancies in the Salt Lake area have declined from 80% in the mid-90s to an estimated 62% in 2001. Total Utah occupancy rates declined by -1% point in 2001, from 60.9% to 59.9%.⁴

Reflecting the positive growth in Utah's lodging industry, gross taxable room rents increased by 2% in 2001, totaling \$578 million, despite falling occupancy rates and a lower average room rate. Transient room tax collections also increased statewide, totaling \$18.6 million in revenues.

³ Utah Hotel & Lodging Association

⁴ Rocky Mountain Lodging Report, Ehrhardt Keefe Steiner & Hottman, PC, December 2001

TRANSIENT ROOM TAX GROWTH % Change 2000 to 2001



SOURCE: Utah State Tax Commission

Among counties, Salt Lake led the way with over \$8.5 million in TRT collections, recording a 3.6% increase over the previous year. Nearly 80% of statewide TRT collections originate from five counties: Salt Lake, Summit, Washington, Utah and Grand Counties. Only thirteen counties reported increased TRT revenues between 2000 and 2001, led by Morgan (104%), Sanpete (37%), Duchesne (9%), and Summit (9%). Sixteen counties recorded declines, including double-digit drops in Garfield (-11%), Emery (-13%), Piute (-13%), and Wayne (-17%).

Restaurant Tax. Twenty-five counties in Utah impose a 1% restaurant tax with revenues dedicated to tourism promotion and infrastructure development. Beaver County began collecting the tax in 2001. Only Emery, Millard, Piute and San Juan Counties do not collect the tax. Restaurant tax collections increased a modest 2.1% in 2001, reflecting the effects of a sluggish economy and reduced travel demand. Historically, restaurant tax revenues have risen at nearly 6% per year. Half of the total restaurant tax revenues were collected in Salt Lake County. Utah, Davis and Weber Counties also saw collections of greater than \$1 million. The large majority of Utah counties experienced an

increase in restaurant tax revenues. Overall, twenty-one of the twenty-five counties that impose the tax posted gains over 2000. Seven counties posted double-digit gains, led by Rich (93%), Uintah (14%), Wasatch (13%) and Summit (12%) Counties. Three counties recorded declines, including Daggett (-1%), Wayne (-14%), and Garfield (-14%).

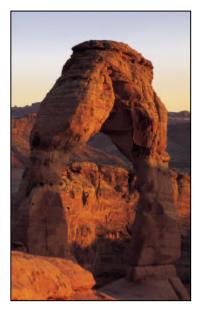
Car Rental Tax. Eight counties impose a county-based car rental tax in addition to the statewide car rental tax. The statewide tax is levied at 2.5% and the county-based tax fluctuates between 3% and 7% depending on the county. During 2001, revenues from the car rental tax declined in most of the counties that impose the tax. Revenues increased significantly in Weber County (55%) and modestly in Salt Lake County (2.5%). Statewide, total revenues remained nearly identical to 2000 levels at \$12.9 million. The state-imposed car rental tax accounts for 28% of the total (\$3.6 million) and fell slightly (-1%) in 2001. Salt Lake County accounted for over 70% of total car rental tax collections during 2001. Year-over-year comparisons are difficult for this tax because of frequent changes to the reports due to prior period adjustments.

Visitation Statistics

National Parks. Visiting Utah's national parks continues to be the state's top tourist attraction. For the last decade, Utah's national parks have attracted around five million visitors. The popularity of Utah's national parks increased rapidly during the mid-80s and early 90s, growing by nearly 10% per year to 5.3 million visitors by 1992. Since 1992, the number of visitors to Utah's national parks has hovered close to five million, although visitation peaked in 1996 at 5.7 million. Since 1996, national park visitation has declined in four of the past five years.

In 2001, 4.9 million visitors arrived to national parks in Utah, a -7% decrease from 2000. Among the parks, visitation declined at every park. The state's best performance was Bryce Canyon, where visitation fell only -3%, followed by Arches, where -4% fewer visitors were reported. Zion, Utah's most popular national park with over 2 million visitors annually, reported an -8% decline over the prior year. Canyonlands also recorded an -8% drop. Capitol Reef reported the largest visitation decline, dropping -14% compared to 2000 visitation.

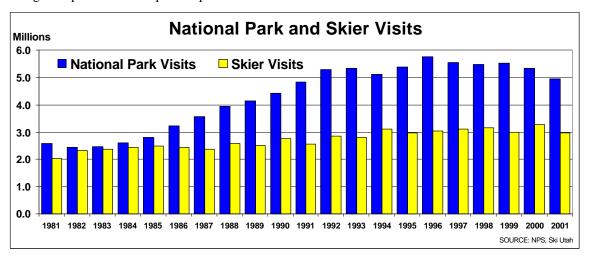
Visitation levels to Utah's national parks reflected an overall visitation pattern to national parks throughout the west. Among the most popular parks in the



region, visitation declined at Death Valley (-14%), Glacier (-3%), Grand Canyon (-8%), Grand Teton (-2%), Olympic (-19%), Mount Rainier (-3%), Rocky Mountain (-1%), Yellowstone (-4%) and Yosemite (-1%).

Skiing. Utah's ski industry recorded a record year during the 2000/01 season. Total skier days for the 2000/01 season totaled 3.3 million, up 12.5% from last season and a 6.5% over the previous best season in 1997/98. Utah's ski industry braced itself for a difficult 2001/02 season. The terrorist attacks, the economy, and the Olympics were all expected to negatively affect skier visits to the state. Following the season, Utah's ski resorts reported a better-than-expected decline of only -9%, totaling 3.0 million skier days.

Recent survey data indicates that Utah is attracting a higher number of affluent visitors who spend more during their stay in Utah.⁵ With hundred of millions of dollars dedicated to improvements in lodging, infrastructure, skiable terrain, and amenities during the past few years and increased exposure due to the Olympic Games, Utah resorts are continuing to improve their competitive position.



National Monuments & Recreation Areas. Utah's national monuments and recreation areas remain popular destinations for travelers. Visitation decreased slightly in 2001 to approximately 5.5 million, down -3% from the year before. All but two of Utah's national monuments are recreation areas reported declines during 2001, ranging from a -2% drop at Golden Spike NHS to an -18% decline at Dinosaur NM. However, additional refining of the visitor count process at the Grand Staircase-Escalante NM prompted a 19% increase and a 25% increase in visitation to Cedar Breaks NM helped offset declines elsewhere.

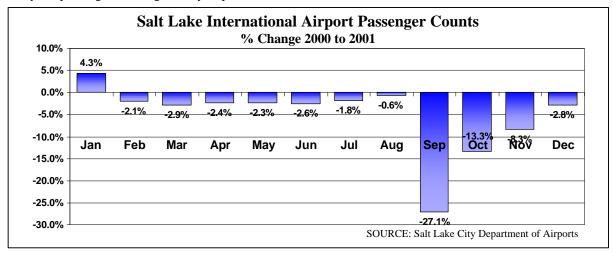
Utah State Parks. Overall, 6.1 million visitors traveled to Utah's 44 state parks, a -7% decline over 2000. Visitation reports were widely varied according to specific park destinations. Among the ten most popular state parks (which account for two thirds of total state park visitation), visitation increased strongly at Bear Lake (8%) and Deer Creek (15%). Among the state's other most popular parks, visitation declined slightly at Wasatch Mountain (-1%) and Quail Creek (-7%). Double-digit declines were reported for Snow Canyon (-13%), Willard Bay (-11%), Antelope Island (-15%), Utah Lake (-32%), Jordanelle (-27%), and Dead Horse Point (-10%). Overall, visitation increased in 17 parks and declined in 27 parks.

Salt Lake International Airport. Although total passengers to the Salt Lake International Airport have decreased in each of the last five years, the decrease is largely attributable to declines in the number of connecting flights made through Salt Lake International Airport. Total passenger traffic at the airport declined by -5% in 2001, totaling 18.9 million passengers. However, destination visitors (representing approximately 56% of 2001's total passengers – as measured by local enplanes and deplanes) decreased by a smaller -3% to 10.7 million passengers. The terrorist attacks of September 11th affected air transportation more than any other industry. Through August, passenger counts were roughly on par with 2000 levels, having declined by just -1%. However, from September through

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⁵ 1999-2000 Utah Skier Survey, Wikstrom Economic & Planning Consultants, July 2000

December, passenger counts declined -13%, including a -27% drop in September. From September through the end of the year, passenger counts gradually improved.⁶



Utah Stateline Interstate Vehicle Traffic. Traffic counts along Utah's Interstate borders increased by 5% over 2000, totaling 21.8 million. Traffic at all of the Interstate borders increased compared to 2000. Traffic increased most along I-80 at the Utah-Nevada border, which posted a 10% increase in traffic compared to 2000. The Utah-Wyoming I-80 border also reported a 5% in traffic. Traffic along I-15 increased at both ends of the state, with the Arizona border reporting a 4% increase and the Idaho border a 3% increase. After reporting declining traffic in 2000, I-70 at the Utah-Colorado border reported a strong 8% increase during 2001. I-84 at the Utah-Idaho border reported the smallest increase at 1%.

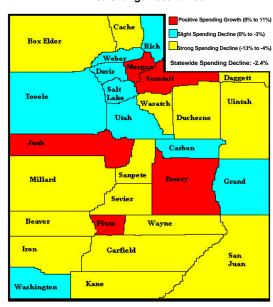
Utah Welcome Centers. Utah's six welcome centers, located along major transportation corridors throughout the state, reported declining visitation for the fifth time in six years. Total Welcome Center visitation totaled 660,000 in 2001, a -10% decline over 2000. Visitation figures were flat at the Brigham City and St. George Welcome Centers. Council Hall and the Thompson Springs Welcome Center each reported moderate declines in visitation during the year (-4% and -9% respectively). The Echo and Jensen Welcome Centers both reported significant declines (-20% and -37% respectively).

Economic Impact

Traveler Spending. In 2001, travelers to Utah spent \$4.15 billion, down -2.4% over 2000's \$4.25 billion. Traveler spending accounted for over 7% of Utah's gross state product. Traveler spending in 2001 decreased for the first time in the past decade. Despite the decline, 2001's \$4.15 billion in traveler spending was the third highest in Utah history.

Continuing the pattern of the last five years, traveler spending accrued primarily to northern Utah. Although only five counties experienced an increase in traveler spending, the northern counties reported less of a decline than many of the southern counties. Traveler spending increased in Piute, Morgan, Juab, Emery, and Summit Counties. The rest of Utah's counties reported a decline in traveler spending over 2000. Twelve counties outperformed the statewide decline of -2.4%, led by Piute (11%), Morgan (3%), Juab (2%) and

TRAVELER SPENDING IN UTAH % Change 2000 to 2001



SOURCE: Utah Dept. of Workforce Services, adapted by Utah Division of Travel Development

⁶ Air Traffic Statistics and Activity Report, Salt Lake City Department of Airports, Dec. 2001

Emery (2%). Three counties suffered double-digit declines in traveler spending: Daggett (-10%), Sanpete (-12%), and San Juan (-13%).

Employment. During 2001, travel and tourism-related employment continued to grow, totaling 128,500 jobs scattered throughout the state. This represented a 2.4% increase over 2000's employment levels and marked the sixth consecutive year of slowing job growth in the industry. However, tourism-related job growth continues to outperform statewide job growth (2.4% compared to 0.9%).

Twenty of Utah's 29 counties experienced tourism-related job growth from 2000 to 2001, including 12 counties that outperformed the state's annual tourism job growth of 2.4%. Piute (14%), Morgan (9%), Juab (7%) and Emery (7%) all posted strong gains in tourism-related employment. The 2001 tourism job growth rate fell below the state's five-year average annual tourism job growth rate of 3.7%. Over the past several years, most of the state's tourism-related job growth has occurred around the Wasatch Front and in adjoining counties such as Cache, Tooele, Summit, Morgan, and Wasatch. However, pockets of strong job growth have also occurred in Washington, Rich, Piute, and Unitah Counties.

Travel and tourism-related employment accounted for 12% of total nonfarm employment in Utah in 2001, making it the fourth largest employment sector in the state, behind services, trade, and government. In addition, tourism's 3,000 new jobs accounted for nearly 30% of Utah's total nonfarm job growth during the year.

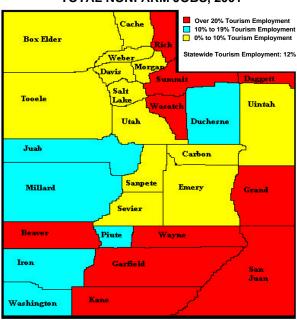
Although two-thirds of travel and tourism-related jobs are located along the four-county Wasatch Front area, many counties in rural areas of the state are more dependent on tourism. Fewer employment opportunities within rural counties means that tourism jobs are crucial to providing needed employment, tax receipts, personal income, and business profits. Counties in the northeast and southeast areas of the state are particularly dependent on tourism. Tourism accounts for more than a fifth (20%) of total nonfarm employment in ten counties, led by Garfield (48%), Daggett (47%), Grand (45%) and Summit (41%).

EMPLOYMENT BY SECTOR IN UTAH

EMPLOYMENT SECTOR	2001(p)	% OF TOTAL
TOTAL NONFARM JOBS	1,085,000	100.0%
Services	317,000	29.2%
Trade	252,000	23.2%
Government	190,400	17.5%
Travel & Tourism*	128,500	11.8%
Manufacturing	127,000	11.7%
Construction	69,500	6.4%
Trans., Comm. & Utilities	61,000	5.6%
Finance, Insur., & Real Estate	60,200	5.5%
Mining	7,900	0.7%

SOURCE: Utah Department of Workforce Services
*Travel & Tourism represents employment from several sectors and
is not included in the overall total.

TOURISM JOBS AS A PERCENTAGE OF TOTAL NONFARM JOBS, 2001



SOURCE: Utah Dept. of Workforce Services, adapted by Utah Division of Travel Development

Land Ownership. As with many western states, land in Utah is primarily public land owned by either the state or federal government. Many of those lands have been designated according to various degrees of use and development. The federal government owns approximately 64% of all land in Utah, roughly 34.6 million acres. Most federal land is administered by one of the several land management agencies, including the Bureau of Land

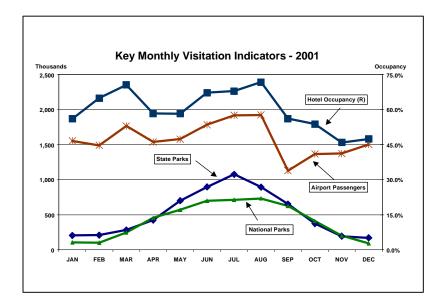
Management, the U.S. Forest Service and the National Park Service. The state of Utah owns 5.5 million acres (10% of land in Utah), most of it designated as State Trust Lands. American Indian reservations comprise nearly 2.4 million acres (4.4% of the total land area). Finally, private lands account for 22% of the total or nearly 11.7 million acres.

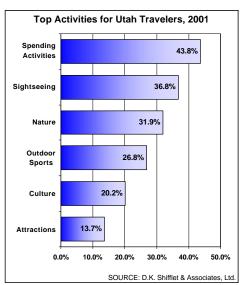
Seasonality. Sightseeing, nature-based activities, and outdoor sports are the top visitor attractions for Utah. Given the popularity of these types of activities, most visitors travel to Utah during the summer months between May and September. However, at many of the state's top destinations, the peak visitor season is extending beyond just the summer into the shoulder seasons in the spring and fall. The winter visitor is very focused on skiing and holiday-based travel. Visitation patterns during 2001 closely mirrored the trend for the past several years. However, the terrorist attacks in September significantly affected airline travel and hotel occupancies during the fourth quarter of the year.

Land Ownership - 1999	No. of Acres	% Total
Total Acres in State	54,132,902	100.0%
Federal Government	34,599,495	63.9%
BLM	22,671,492	41.9%
US Forest Service	7,210,617	13.3%
National Recreation Areas	1,125,497	2.1%
National Parks	900,788	1.7%
National Wildlife Refuge	62,032	0.1%
USFS & BLM Wilderness Area	764,951	1.4%
Other*	1,864,120	3.4%
State Government	5,466,066	10.1%
Utah State Parks & Recreation	73,371	0.1%
Utah State Wildlife Reserves	388,003	0.7%
State Sovereign Lands	1,500,000	2.8%
State Trust Lands	3,504,691	6.5%
American Indian	2,388,724	4.4%
Private**	11,678,616	21.6%

^{*}Includes Milirary and Bankhead Jones land

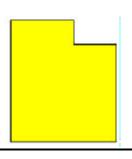
SOURCE: GIS Database, 1999





^{**}May include some local government land

⁷ 2001 Domestic Visitor Profile, D.K. Shifflet & Associates, Ltd., September 2002



STATE OF UTAH TOURISM PROFILE

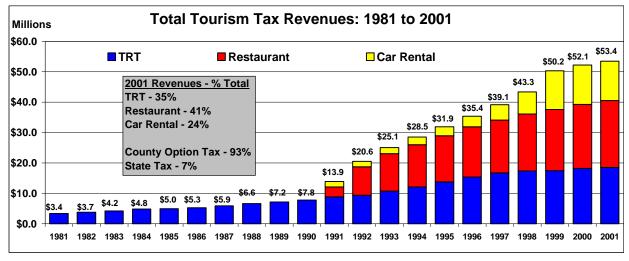
Statewide Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	AAPC 1996-2001
DEMOGRAPHIC	1990	1997	1990	1999	2000	2001(p)	2000-2001	1990-2001
	2 0 42 000	2 000 400	2 1 41 500	2 102 000	2 245 500	2 20 < 000	2 22/	2.40/
Population	2,043,900	2,099,400	2,141,600	2,193,000	2,246,600	2,296,000	2.2%	2.4%
Total Non-Ag Employment	954,200	994,000	1,023,500	1,050,000	1,075,000	1,085,000	0.9%	2.6%
Non-Ag Avg Monthly Wage	\$2,016	\$2,114	\$2,207	\$2,291	\$2,401	\$2,470	2.9%	4.1%
Per Capita Income	\$19,955	\$21,156	\$21,594	\$22,305	\$23,436	\$24,204	3.3%	3.9%
Unemployment Rate	3.1%	3.8%	3.8%	3.9%	3.2%	4.4%	1.2%	1.3%
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$3,800	\$4,000	\$4,100	\$4,200	\$4,250	\$4,150	-2.4%	1.8%
Travel & Tourism Related	107,000	112 000	117 000	121 500	125,500	128,500	2.4%	3.7%
Employment	107,000	112,000	117,000	121,500	125,500	128,500	2.4%	3.7%
Direct Tourism-Related Employment	60,000	62,500	65,500	68,100	70,400	72,000	2.3%	3.7%
Indirect Tourism-Related Employment	47,000	49,500	51,500	53,400	55,100	56,500	2.5%	3.8%
TOURISM TAX REVENUES (millions)								
State & Local Tax Revenues from								
	\$304.0	\$320.0	\$328.0	\$336.0	\$340.0	\$332.0	-2.4%	1.8%
Traveler Spending State Tax Revenues	\$225 A	\$226.8	\$2.42.7	\$249.6	\$251.6	¢2.45.7	2.20/	1.00/
	\$225.0	\$236.8	\$242.7	\$248.6	\$251.6	\$245.7	-2.3%	1.8%
Local Tax Revenues Gross Taxable Room Rents	\$79.0	\$83.2	\$85.3	\$87.4	\$88.4	\$86.3	-2.4%	1.8%
	\$477.4	\$519.2	\$540.4	\$545.3	\$567.7	\$578.4	1.9%	3.9%
Transient Room Tax	\$15.4	\$16.7	\$17.4	\$17.5	\$18.2	\$18.6	2.2%	3.9%
Restaurant Tax	\$16.5	\$17.4	\$18.7	\$20.0	\$21.0	\$21.9		5.8%
Car Rental Tax	\$3.4	\$5.0	\$7.2	\$12.7	\$12.9	\$12.9	0.0%	30.6%
Gross Taxable Retail Sales	\$25,843.9	\$26,828.7	\$28,646.8	\$29,998.5	\$31,645.0	\$32,402.0	2.4%	4.6%
STATEWIDE VISITATION COUNTS								
Visits by Non-Resident Travelers	17,000,000	17,400,000	17,800,000	18,200,000	17,700,000	17,300,000	-2.3%	0.4%
Visits by International Travelers	877,000	720,000	638,000	687,000	700,000	630,000	-10.0%	-6.4%
Traffic Count at Interstate Borders	17,963,000	18,696,000	19,590,000	20,675,000	20,817,000	21,824,000	4.8%	4.0%
I-15 UT/AZ Traffic Count	5,506,000	5,796,000	6,139,000	6,359,000	6,397,000	6,674,000	4.3%	3.9%
I-15 UT/ID Traffic Count	2,592,000	2,682,000	2,900,000	3,001,000	3,001,000	3,091,000	3.0%	3.6%
I-70 UT/CO Traffic Count	1,889,000	1,951,000	2,127,000	2,351,000	2,315,000	2,494,000	7.7%	5.7%
I-80 UT/WY Traffic Count	3,962,000	4,294,000	4,375,000	4,731,000	4,862,000	5,083,000	4.5%	5.1%
I-80 UT/NV Traffic Count	1,754,000	1,893,000	1,935,000	2,006,000	2,011,000	2,220,000	10.4%	4.8%
I-84 UT/ID Traffic Count	2,261,000	2,081,000	2,115,000	2,227,000	2,231,000	2,263,000	1.4%	0.0%
Total Nat'l. Park Recreation Visits	5,749,100	55,372,300	5,466,100	5,527,500	5,322,300	4,946,500	-7.1%	-3.0%
Arches National Park	856,000	858,500	837,200	870,000	786,400	754,000	-4.1%	-2.5%
Bryce Canyon National Park	1,269,600	1,174,800	1,166,300	1,081,500	1,099,300	1,068,600	-2.8%	-3.4%
Canyonlands National Park	447,500	432,700	436,500	446,200	401,600	368,600	-8.2%	-3.4%
Capitol Reef National Park	678,000	625,700	656,000	680,200	612,700	527,800	-13.9%	-4.9%
Zion National Park	2,498,000	2,445,500	2,370,000	2,440,000	2,432,300	2,227,500	-8.4%	-2.3%
Total Nat'l. Mon. & Rec. Area Visits	5,699,000	5,758,400	5,821,100	6,414,300	5,645,900	5,475,500	7.1	-0.8%
Total State Park Visits	7,478,800	7,184,600	6,879,300	6,768,000	6,555,300	6,075,500		-4.1%
Salt Lake Int'l. Airport Passengers	21,088,500	21,068,300	20,297,400	19,944,600	19,900,800	18,914,900		-2.2%
Utah Skier Visits	3,042,800	3,101,700	3,144,300	2,976,700	3,278,300	2,974,600	-9.3%	-2.2% -0.5%
Utah Welcome Center Visits	801,100	750,600	764,600	733,200	731,800	660,400	-9.5% -9.8%	-3.8%
Hotel/Motel Occupancy Rates	73.1%	68.0%	63.8%	61.6%	60.9%	59.9%	-1.0%	-3.6% -2.6%
Hotel/Motel Occupancy Rates	/3.1%	00.0%	03.0%	01.0%	00.9%	39.9%	-1.070	-2.070

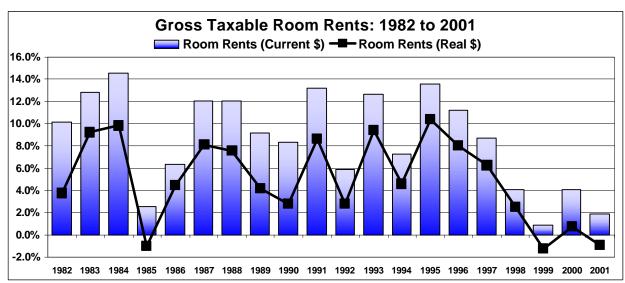
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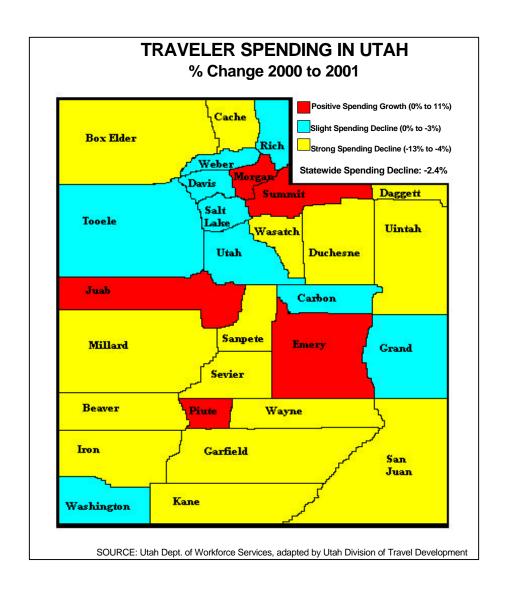
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Economic Impacts of Travel & Tourism



Employment Impacts Spending Impacts Local Tax Impacts

Economic Impact of Travel & Tourism - Employment

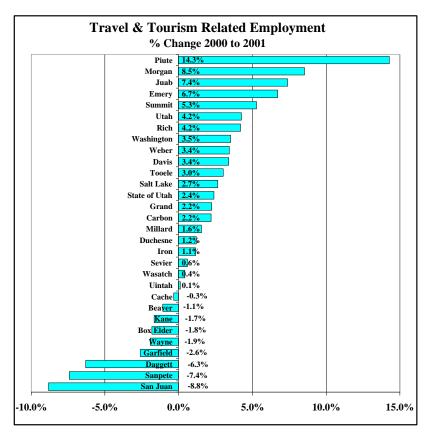
Rank	County	2001 Tourism Employment	Percent of State Total	Rank	County	2001 Tourism Employment	Percent of State Total
1	Salt Lake	40,049	48.5%	16	Box Elder	705	0.9%
2	Summit	6,622	8.0%	17	Sevier	675	0.8%
3	Utah	6,133	7.4%	18	Carbon	649	0.8%
4	Davis	5,521	6.7%	19	Duchesne	503	0.6%
5	Washington	4,571	5.5%	20	Beaver	459	0.6%
6	Weber	4,233	5.1%	21	Millard	457	0.6%
7	Grand	1,920	2.3%	22	Sanpete	424	0.5%
8	Iron	1,501	1.8%	23	Juab	363	0.4%
9	Cache	1,449	1.8%	24	Emery	270	0.3%
10	Garfield	1,011	1.2%	25	Wayne	255	0.3%
11	Wasatch	936	1.1%	26	Daggett	208	0.3%
12	Kane	894	1.1%	27	Rich	199	0.2%
13	Uintah	867	1.1%	28	Morgan	140	0.2%
14	Tooele	748	0.9%	29	Piute	40	0.0%
15	San Juan	744	0.9%				

Travel & Recreation-Related Employment 1996 to 2001

G .	1006	400=	1000	1000	•	2004	% Change	AAPC
County	1996	1997	1998	1999	2000		2000-2001	1996-2001
Beaver	417	427	450	451	464	459		1.9%
Box Elder	607	646	688	727	718			3.0%
Cache	1,206	1,302	1,379	1,419	1,454	· · · · · ·		3.7%
Carbon	708	714	751	727	635			-1.7%
Daggett	190	184	194	206	222	208		1.8%
Davis	4,366	4,753	4,922	5,111	5,340	5,521	3.4%	4.8%
Duchesne	443	462	479	483	497	503	1.2%	2.6%
Emery	281	284	280	258	253	270	6.7%	-0.8%
Garfield	897	986	974	1,114	1,038	1,011	-2.6%	2.4%
Grand	1,758	1,853	1,827	1,898	1,878	1,920	2.2%	1.8%
Iron	1,453	1,524	1,603	1,504	1,484	1,501	1.1%	0.7%
Juab	338	334	345	358	338	363	7.4%	1.5%
Kane	953	1,000	1,031	929	909	894	-1.7%	-1.3%
Millard	423	423	449	464	450	457	1.6%	1.6%
Morgan	106	122	121	128	129	140	8.5%	5.8%
Piute	19	20	23	32	35	40	14.3%	15.7%
Rich	167	162	172	183	191	199	4.2%	3.6%
Salt Lake	34,188	35,527	36,662	38,197	39,013	40,049	2.7%	3.2%
San Juan	800	807	829	857	816	744	-8.8%	-1.4%
Sanpete	419	456	448	441	458	424	-7.4%	0.3%
Sevier	706	684	680	673	671	675	0.6%	-0.9%
Summit	5,164	5,456	5,695	5,924	6,290	6,622	5.3%	5.1%
Tooele	592	602	616	676	726		3.0%	4.8%
Uintah	723	770	811	843	866	867	0.1%	3.7%
Utah	4,868	5,252	5,400	5,578	5,883	6,133	4.2%	4.7%
Wasatch	716	747	823	898	932		0.4%	5.5%
Washington	3,733	4,009	4,131	4,319	4,415	4,571	3.5%	4.1%
Wayne	237	212	249	242	260		-1.9%	1.4%
Weber	3,562	3,733	3,841	4,075	4,092	4,233	3.4%	3.5%
State of Utah	107,000	112,500	117,000	121,500	125,500	128,500	2.4%	3.7%

Note: County tourism employment figures are separate from the statewide tourism employment figure. Therefore, the aggregated county figures do not add up to the statewide total. See appendix for methodology.

Economic Impact of Travel & Tourism - Employment



County employment figures reflect an analysis of SIC employment data. To best reflect the variations in types and seasons of tourism among counties, two different calculations are used.

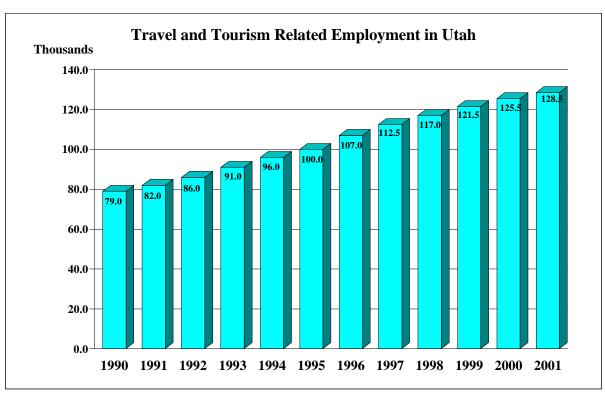
The first calculation estimates location quotients from 95 tourism-related industries. Location quotients estimate the portion of each indistry that is export related. Since tourism specific industries function as an export, location quotients provide an estimation of tourism related employment.

The second calculation used is minimum employment requirements. Minimum requirements assume that the difference between the lowest month's employment and the highest month's employment is the range of employees required to service travelers.

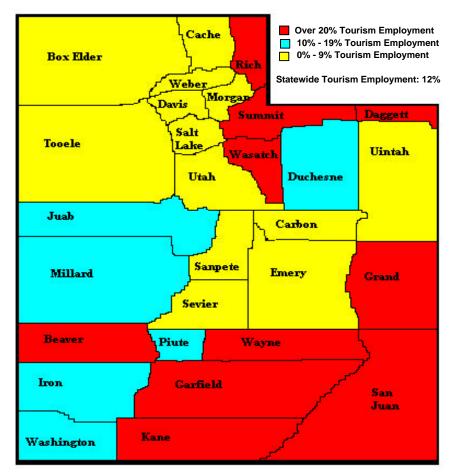
Because neither calculation is a perfect estimation of tourism employment, an average of the two methods is reported.

Local adjustments are also made as needed.

See Appendix B for complete discussion of methodology.



Economic Impact of Travel & Tourism - Employment

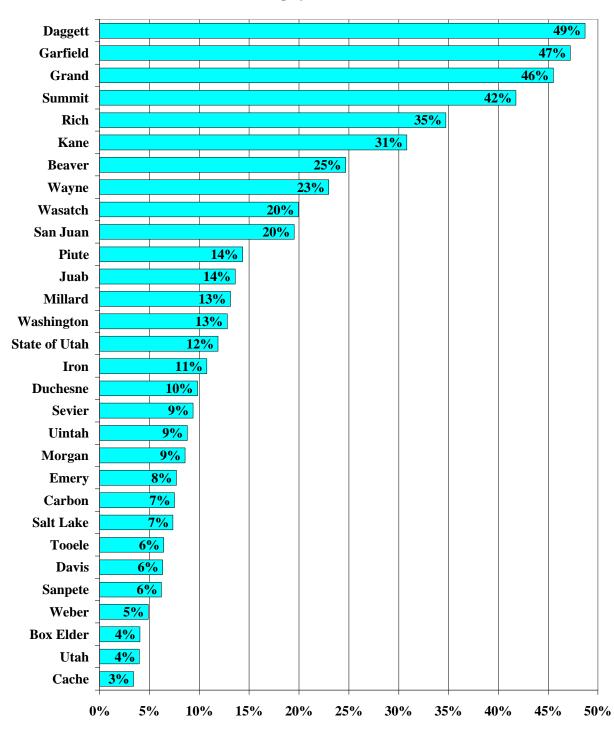


SOURCE: Utah Department of Workforce Services, adapted by Utah Division of Travel Development

Six counties - Salt Lake, Summit, Utah, Davis, Washington and Weber - account for 80% of the measurable impacts of tourism in the state of Utah. Nonetheless, many rural Utah counties are much more dependent on tourism dollars than counties in the metro areas. Fewer employment opportunities due to a more focused economic base means that rural counties are often dependent on benefits from tourism industries. Tourism dominates the economies of counties in the northeast and southeast regions of the state, comprising a significant portion of the county's employment base, tax receipts, personal income and business profits. Although more populous and more diversified economically than other rural areas, the southwest region of the state still depends heavily on tourism. The central Utah region and the northwest region remain less dependent on tourism. The four Wasatch Front counties are responsible for the bulk of tourism's impacts in Utah. However, because of the large employment base and diversified economy of these counties, tourism makes an important, although proportionally less significant contribution to these counties than elsewhere in the state.

Overall, tourism and travel related employment accounts for nearly 12% of all non-agricultural jobs in Utah. That makes tourism the 5th largest employment sector in the state, behind other major sectors such as services, trade, government and manufacturing.

Tourism Dependence % of Total Employment in Tourism Related Jobs



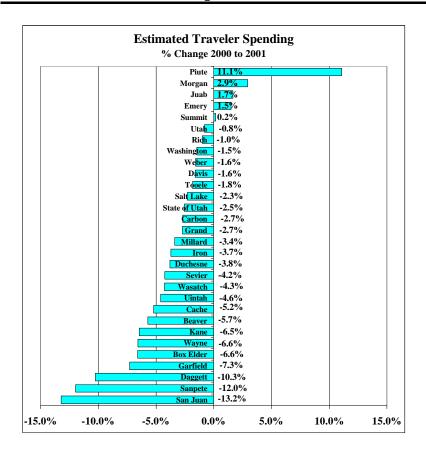
Economic Impact of Travel & Tourism - Traveler Spending

Rank	County	2001 Tourism Spending	Percent of State Total	Rank	County	2001 Tourism Spending	Percent of State Total
1	Salt Lake	\$2,013,500,000	48.5%	16	Box Elder	\$35,400,000	0.9%
2	Summit	\$332,900,000	8.0%	17	Sevier	\$33,900,000	0.8%
3	Utah	\$308,300,000	7.4%	18	Carbon	\$32,600,000	0.8%
4	Davis	\$277,600,000	6.7%	19	Duchesne	\$25,300,000	0.6%
5	Washington	\$229,800,000	5.5%	20	Beaver	\$23,100,000	0.6%
6	Weber	\$216,200,000	5.1%	21	Millard	\$23,000,000	0.6%
7	Grand	\$96,500,000	2.3%	22	Sanpete	\$21,300,000	0.5%
8	Iron	\$75,500,000	1.8%	23	Juab	\$18,200,000	0.4%
9	Cache	\$72,800,000	1.8%	24	Emery	\$13,600,000	0.3%
10	Garfield	\$50,800,000	1.2%	25	Wayne	\$12,800,000	0.3%
11	Wasatch	\$47,100,000	1.1%	26	Daggett	\$10,500,000	0.3%
12	Kane	\$44,900,000	1.1%	27	Rich	\$10,000,000	0.2%
13	Uintah	\$43,600,000	1.1%	28	Morgan	\$7,000,000	0.2%
14	Tooele	\$37,600,000	0.9%	29	Piute	\$2,000,000	0.1%
15	San Juan	\$37,400,000	0.9%				

Estimated Spending by Travelers 1996 to 2001

				8 . 7	cicis 1770		% Change	AAPC
County	1996	1997	1998	1999	2000	2001	2000-2001	1996-2001
Beaver	\$22,600,000	\$23,300,000	\$24,300,000	\$24,100,000	\$24,500,000	\$23,100,000	-5.7%	0.4%
Box Elder	\$32,900,000	\$35,200,000	\$37,200,000	\$38,800,000	\$37,900,000	\$35,400,000	-6.6%	1.5%
Cache	\$65,400,000	\$70,900,000	\$74,500,000	\$75,700,000	\$76,800,000	\$72,800,000	-5.2%	2.2%
Carbon	\$38,400,000	\$38,900,000	\$40,600,000	\$38,800,000	\$33,500,000	\$32,600,000	-2.7%	-3.2%
Daggett	\$10,300,000	\$10,000,000	\$10,500,000	\$11,000,000	\$11,700,000	\$10,500,000	-10.3%	0.4%
Davis	\$236,900,000	\$259,200,000	\$266,000,000	\$272,700,000	\$282,100,000	\$277,600,000	-1.6%	3.2%
Duchesne	\$24,000,000	\$25,200,000	\$25,900,000	\$25,800,000	\$26,300,000	\$25,300,000	-3.8%	1.1%
Emery	\$15,300,000	\$15,500,000	\$15,100,000	\$13,800,000	\$13,400,000	\$13,600,000	1.5%	-2.3%
Garfield	\$48,700,000	\$53,700,000	\$52,600,000	\$59,400,000	\$54,800,000	\$50,800,000	-7.3%	0.8%
Grand	\$95,400,000	\$100,900,000	\$98,700,000	\$101,300,000	\$99,200,000	\$96,500,000	-2.7%	0.2%
Iron	\$78,800,000	\$83,000,000	\$86,600,000	\$80,200,000	\$78,400,000	\$75,500,000	-3.7%	-0.9%
Juab	\$18,300,000	\$18,200,000	\$18,600,000	\$19,100,000	\$17,900,000	\$18,200,000	1.7%	-0.1%
Kane	\$51,700,000	\$54,500,000	\$55,700,000	\$49,600,000	\$48,000,000	\$44,900,000	-6.5%	-2.8%
Millard	\$22,900,000	\$23,000,000	\$24,300,000	\$24,800,000	\$23,800,000	\$23,000,000	-3.4%	0.1%
Morgan	\$5,700,000	\$6,600,000	\$6,500,000	\$6,800,000	\$6,800,000	\$7,000,000	2.9%	4.2%
Piute	\$1,000,000	\$1,100,000	\$1,200,000	\$1,700,000	\$1,800,000	\$2,000,000	11.1%	14.9%
Rich	\$9,000,000	\$8,800,000	\$9,300,000	\$9,800,000	\$10,100,000	\$10,000,000	-1.0%	2.1%
Salt Lake	\$1,854,900,000	\$1,934,500,000	\$1,981,100,000	\$2,038,100,000	\$2,060,800,000	\$2,013,500,000	-2.3%	1.7%
San Juan	\$43,400,000	\$43,900,000	\$44,800,000	\$45,700,000	\$43,100,000	\$37,400,000	-13.2%	-2.9%
Sanpete	\$22,700,000	\$24,800,000	\$24,200,000	\$23,500,000	\$24,200,000	\$21,300,000	-12.0%	-1.3%
Sevier	\$38,300,000	\$37,300,000	\$36,800,000	\$35,900,000	\$35,400,000	\$33,900,000	-4.2%	-2.4%
Summit	\$280,200,000	\$297,100,000	\$307,700,000	\$316,100,000	\$332,300,000	\$332,900,000	0.2%	3.5%
Tooele	\$32,100,000	\$32,800,000	\$33,300,000	\$36,100,000	\$38,300,000	\$37,600,000	-1.8%	3.2%
Uintah	\$39,200,000	\$41,900,000	\$43,800,000	\$45,000,000	\$45,700,000	\$43,600,000	-4.6%	2.2%
Utah	\$264,100,000	\$286,000,000	\$291,800,000	\$297,600,000	\$310,800,000	\$308,300,000	-0.8%	3.1%
Wasatch	\$38,900,000	\$40,700,000	\$44,500,000	\$47,900,000	\$49,200,000	\$47,100,000	-4.3%	3.9%
Washington	\$202,600,000	\$218,300,000	\$223,200,000	\$230,400,000	\$233,200,000	\$229,800,000	-1.5%	2.6%
Wayne	\$12,900,000	\$11,600,000	\$13,400,000	\$12,900,000	\$13,700,000	\$12,800,000	-6.6%	-0.2%
Weber	\$193,200,000	\$203,300,000	\$207,600,000	\$217,400,000	\$216,200,000	\$212,800,000	-1.6%	2.0%
State of Utah	\$3,800,000,000	\$4,000,000,000	\$4,100,000,000	\$4,200,000,000	\$4,250,000,000	\$4,150,000,000	-2.4%	1.8%

Economic Impact of Travel & Tourism - Traveler Spending

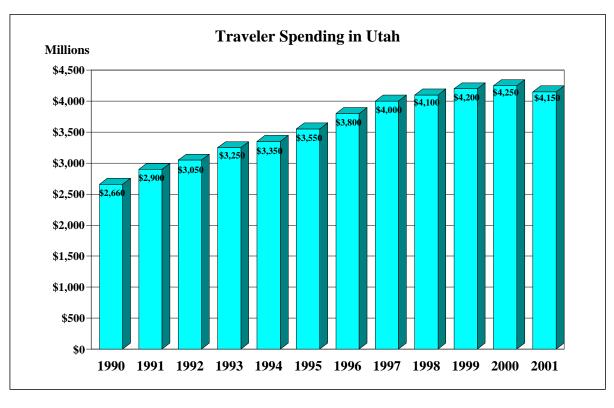


Estimates of traveler spending are determined by assuming that traveler spending and travelrelated employment is related.

County distribution percentages are calculated by dividing the number of travel-reated employees in a given county by the total aggregated sum of all county's travel-related employment. This percentage becomes the distribution ratio.

The distribution ratios for each county are multiplied by total statewide traveler spending to determine estimates for traveler spending in the respective counties. For example, in 2001, the distribution ratio for Davis County was 6.7%. Multiplying total statewide traveler spending (\$4,150 million) by the distribution ratio for Davis County (6.7%) produces the Davis County Traveler Spending estimate (approximately \$278 million).

See Appendix B for complete discussion of methodology.



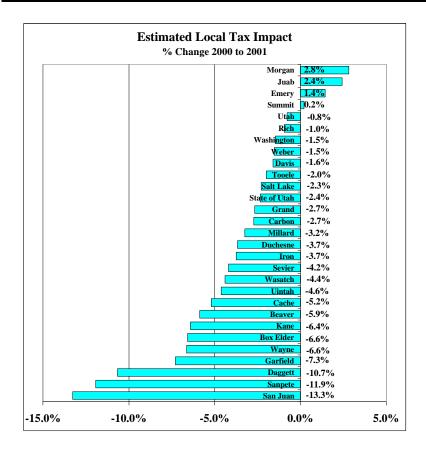
Economic Impact of Travel & Tourism - Local Tax Impact

Rank	County	2001 Local Tax Impact	Percent of State Total	Rank	County	2001 Local Tax Impact	Percent of State Total
1	Salt Lake	\$41,880,000	48.5%	16	Box Elder	\$737,000	0.9%
2	Summit	\$6,925,000	8.0%	17	Sevier	\$706,000	0.8%
3	Utah	\$6,413,000	7.4%	18	Carbon	\$679,000	0.8%
4	Davis	\$5,773,000	6.7%	19	Duchesne	\$526,000	0.6%
5	Washington	\$4,780,000	5.5%	20	Beaver	\$480,000	0.6%
6	Weber	\$4,427,000	5.1%	21	Millard	\$478,000	0.6%
7	Grand	\$2,008,000	2.3%	22	Sanpete	\$443,000	0.5%
8	Iron	\$1,570,000	1.8%	23	Juab	\$380,000	0.4%
9	Cache	\$1,515,000	1.8%	24	Emery	\$282,000	0.3%
10	Garfield	\$1,057,000	1.2%	25	Wayne	\$267,000	0.3%
11	Wasatch	\$979,000	1.1%	26	Daggett	\$218,000	0.3%
12	Kane	\$935,000	1.1%	27	Rich	\$208,000	0.2%
13	Uintah	\$907,000	1.1%	28	Morgan	\$146,000	0.2%
14	Tooele	\$782,000	0.9%	29	Piute	\$42,000	0.1%
15	San Juan	\$778,000	0.9%				

Estimated Local Tax Revenues from Traveler Spending 1996 to 2001

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County	1996	1997	1998	1999	2000	2001	% Change 2000-2001	1996-2001
Beaver	\$471,000	\$484,000	\$506,000	\$501,000	\$510,000	\$480,000	-5.9%	0.4%
Box Elder	\$685,000	\$731,000	\$773,000	\$807,000	\$789,000	\$737,000	-6.6%	1.5%
Cache	\$1,361,000	\$1,474,000	\$1,550,000	\$1,575,000	\$1,598,000	\$1,515,000	-5.2%	2.2%
Carbon	\$798,000	\$809,000	\$844,000	\$807,000	\$698,000	\$679,000	-3.2%	-3.2%
						1 1		
Daggett	\$214,000	\$208,000	\$218,000	\$229,000	\$244,000	\$218,000	-10.7%	0.4%
Davis	\$4,927,000	\$5,391,000	\$5,532,000	\$5,672,000	\$5,867,000	\$5,773,000	-1.6%	3.2%
Duchesne	\$500,000	\$523,000	\$538,000	\$536,000	\$546,000	\$526,000	-3.7%	1.0%
Emery	\$317,000	\$322,000	\$315,000	\$286,000	\$278,000	\$282,000	1.4%	-2.3%
Garfield	\$1,013,000	\$1,117,000	\$1,095,000	\$1,236,000	\$1,140,000	\$1,057,000	-7.3%	0.9%
Grand	\$1,984,000	\$2,098,000	\$2,054,000	\$2,106,000	\$2,063,000	\$2,008,000	-2.7%	0.2%
Iron	\$1,640,000	\$1,726,000	\$1,802,000	\$1,669,000	\$1,631,000	\$1,570,000	-3.7%	-0.9%
Juab	\$381,000	\$378,000	\$387,000	\$397,000	\$371,000	\$380,000	2.4%	-0.1%
Kane	\$1,075,000	\$1,133,000	\$1,159,000	\$1,031,000	\$999,000	\$935,000	-6.4%	-2.8%
Millard	\$477,000	\$479,000	\$505,000	\$515,000	\$494,000	\$478,000	-3.2%	0.0%
Morgan	\$119,000	\$138,000	\$136,000	\$142,000	\$142,000	\$146,000	2.8%	4.2%
Piute	\$22,000	\$22,000	\$26,000	\$36,000	\$38,000	\$42,000	10.5%	13.8%
Rich	\$188,000	\$184,000	\$194,000	\$203,000	\$210,000	\$208,000	-1.0%	2.0%
Salt Lake	\$38,582,000	\$40,239,000	\$41,207,000	\$42,392,000	\$42,865,000	\$41,880,000	-2.3%	1.7%
San Juan	\$902,000	\$914,000	\$931,000	\$951,000	\$897,000	\$778,000	-13.3%	-2.9%
Sanpete	\$472,000	\$516,000	\$503,000	\$489,000	\$503,000	\$443,000	-11.9%	-1.3%
Sevier	\$797,000	\$775,000	\$765,000	\$747,000	\$737,000	\$706,000	-4.2%	-2.4%
Summit	\$5,828,000	\$6,180,000	\$6,401,000	\$6,575,000	\$6,911,000	\$6,925,000	0.2%	3.5%
Tooele	\$668,000	\$682,000	\$692,000	\$750,000	\$798,000	\$782,000	-2.0%	3.2%
Uintah	\$816,000	\$872,000	\$912,000	\$936,000	\$951,000	\$907,000	-4.6%	2.1%
Utah	\$5,494,000	\$5,949,000	\$6,069,000	\$6,191,000	\$6,464,000	\$6,413,000	-0.8%	3.1%
Wasatch	\$808,000	\$846,000	\$925,000	\$997,000	\$1,024,000	\$979,000	-4.4%	3.9%
Washington	\$4,213,000	\$4,541,000	\$4,643,000	\$4,793,000	\$4,851,000	\$4,780,000	-1.5%	2.6%
Wayne	\$268,000	\$240,000	\$280,000	\$269,000	\$286,000	\$267,000	-6.6%	-0.1%
Weber	\$4,020,000	\$4,229,000	\$4,317,000	\$4,523,000	\$4,496,000	\$4,427,000	-1.5%	1.9%
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State of Utah	\$79,040,000	\$83,200,000	\$85,280,000	\$87,360,000	\$88,400,000	\$86,320,000	-2.4%	1.8%

Economic Impact of Travel & Tourism - Local Tax Impact

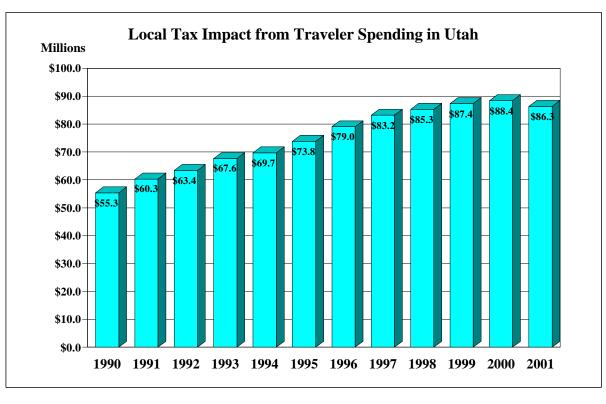


Total statewide tax impacts are calculated based on historical average tax rates that indicate that aproximately 8% of traveler spending is collected for state and local tax revenues. Based on Utah's tax distrubution system, the local tax portion is roughly 26% of all tax revenues.

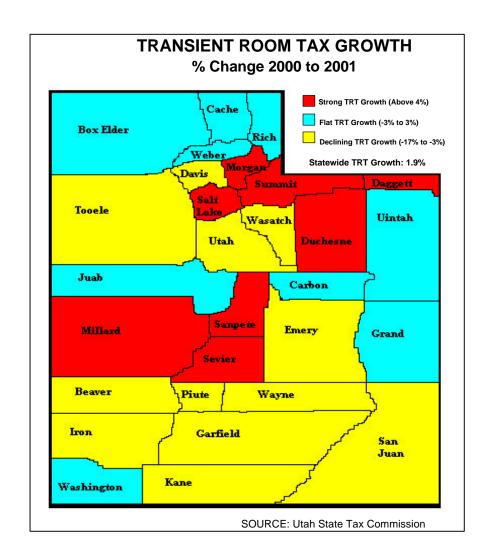
County estimates of local tax impact are determined by assuming that local tax impacts are directely related to traveler spending and thus travel-related employment.

Similar to the county estimate calculations for traveler spending, the distribution ratios (county tourism employment divided by total statewide tourism employment) for each county are multiplied by total statewide local tax revenues. For example, in 2001, the distribution ratio for Davis County was 6.7%. Multiplying total statewide local tax revenues (\$86.3 million) by the distribution ratio for Davis County (6.7%) produces the Davis County Local Tax Impact estimate (\$5.8 million).

See Appendix B for complete discussion of methodology.



Overview of Utah Travel Taxes



Travel Tax Rates
Gross Taxable Room Rents
Transient Room Tax
Restaurant Tax
Car Rental Tax
Gross Taxable Retail Sales

Overview of Utah Travel Taxes - Travel Tax Rates

Current Tax Rates as of April 1, 2002

	Combined	Combined	Rest.	Combined Car	Resort
Location	Sales Rate	TRT Rate	Tax	Rental Tax	Tax
Beaver County	6.0%	3.0%	1.0%	2.5%	
Beaver City	7.0%	3.0%	1.0%	2.5%	
Box Elder County	6.0%	3.0%	1.0%	2.5%	
Brigham City	6.25%	4.0%	1.0%	2.5%	
Perry	6.25%	3.0%	1.0%	2.5%	
Snowville	7.0%	3.0%	1.0%	2.5%	
Willard	6.25%	3.0%	1.0%	2.5%	
Cache County	6.0%	3.0%	1.0%	2.5%	
Hyde Park	6.25%	3.0%	1.0%	2.5%	
Hyrum	6.25%	3.0%	1.0%	2.5%	
Logan	6.25%	3.0%	1.0%	2.5%	
Millville	6.25%	3.0%	1.0%	2.5%	
North Logan	6.25%	3.0%	1.0%	2.5%	
Providence	6.25%	3.0%	1.0%	2.5%	
Richmond	6.25%	3.0%	1.0%	2.5%	
River Heights	6.25%	3.0%	1.0%	2.5%	
Smithfield	6.25%	3.0%	1.0%	2.5%	
Nibley	6.25%	3.0%	1.0%	2.5%	
Cache Valley Transit	6.25%	3.0%	1.0%	2.5%	
Carbon County	6.0%	3.0%	1.0%	2.5%	
Price	6.25%	4.0%	1.0%	2.5%	
Wellington	6.25%	4.0%	1.0%	2.5%	
Daggett County	6.0%	3.0%	1.0%	2.5%	
Davis County	6.5%	3.0%	1.0%	9.5%	
West Bountiful	6.5%	4.0%	1.0%	9.5%	
Duchesne County	6.0%	3.0%	1.0%	5.5%	
Roosevelt	6.25%	4.5%	1.0%	5.5%	
Emery County	5.75%	3.0%	-	2.5%	
Green River	6.0%	4.0%		2.5%	1.5%
Garfield County	7.0%	3.0%	1.0%	2.5%	
Boulder	7.0%	3.0%	1.0%	2.5%	1.0%
Panguitch	7.0%	3.0%	1.0%	2.5%	1.0%
Tropic	7.0%	3.0%	1.0%	2.5%	1.0%
Grand County	6.0%	3.0%	1.0%	5.5%	
Moab	6.25%	4.5%	1.0%	5.5%	1.5%
E. Green River	6.25%	4.0%	1.0%	5.5%	1.5%
Iron County	6.0%	3.0%	1.0%	2.5%	
Brian Head	6.25%	3.0%	1.0%	2.5%	1.5%
Juab County	6.0%	3.0%	1.0%	2.5%	
Nephi	6.25%	3.0%	1.0%	2.5%	
Kane County	6.75%	3.0%	1.0%	2.5%	
Kanab	6.75%	3.0%	1.0%	2.5%	1.0%
Millard County	5.75%	3.0%		2.5%	
Morgan County	6.0%	3.0%	1.0%	9.5%	
Piute County	6.0%	3.0%		2.5%	
Rich County	6.0%	3.0%	1.0%	9.5%	
Garden City	6.0%	300.0%	1.0%	9.5%	1.0%
Salt Lake County	6.6%	3.5%	1.0%	9.5%	
Alta	6.6%	3.5%	1.0%	9.5%	1.0%
Holladay	6.6%	4.5%	1.0%	9.5%	
Salt Lake City	6.6%	4.5%	1.0%	9.5%	
		1	1.0%	9.5%	ı

 $^{^{*}\}text{Unless}$ otherwise noted, all cities within their respective counties impose the same tax rates as the county

San Juan County 6.0% 3.0% 2.5% Blanding 6.0% 4.0% 2.5% Monticello 6.0% 4.0% 2.5% Sampete County 6.0% 3.0% 1.0% 2.5% Ephraim 6.25% 3.0% 1.0% 2.5% Sevier County 6.0% 3.0% 1.0% 2.5% Richfield 6.25% 4.0% 1.0% 9.5% Salma 6.25% 4.0% 1.0% 9.5% Summit County 6.1% 3.0% 1.0% 2.5% Park City 6.35% 3.0% 1.0% 2.5% Grants County 6.0% 3.0% 1.0% 2.5% Field 6.25% 3.0% 1.0% 2.5% Lakepoint 6.25% 3.0% 1.0% 2.5% Lakepoin						
Blanding	Location			Rest. Tax		
Monticello 6.0% 4.0% — 2.5% 0.5% Sanpete County 6.0% 3.0% 1.0% 2.5% — Ephraim 6.25% 3.0% 1.0% 2.5% — Gunnison 6.25% 3.0% 1.0% 9.5% — Sevier County 6.0% 3.0% 1.0% 9.5% — Schina 6.25% 4.0% 1.0% 9.5% — Salina 6.25% 4.0% 1.0% 9.5% — Summit County 6.1% 3.0% 1.0% 2.5% — Park City 6.35% 3.0% 1.0% 2.5% — Fording 6.25% 3.0% 1.0% 2.5% — Erda 6.25% 3.0% 1.0% 2.5% — Lakepoint 6.25% 3.0% 1.0% 2.5% — Lincoln 6.25% 3.0% 1.0% 2.5% — Tooele City	San Juan County	6.0%	3.0%		2.5%	
Sampete County 6.0% 3.0% 1.0% 2.5% Ephraim 6.25% 3.0% 1.0% 2.5% Gunnison 6.25% 3.0% 1.0% 2.5% Sevier County 6.0% 3.0% 1.0% 9.5% Richfield 6.25% 4.0% 1.0% 9.5% Salina 6.25% 4.0% 1.0% 9.5% Salina 6.25% 4.0% 1.0% 9.5% Summit County 6.1% 3.0% 1.0% 2.5% Park City 6.35% 3.0% 1.0% 2.5% Tooled County 6.0% 3.0% 1.0% 2.5% Grantsville 6.25% 3.0% 1.0% 2.5% Lakepoint 6.25% 3.0% 1.0% 2.5% Lincoln 6.25% 3.0% 1.0% 2.5% Vern	Blanding	6.0%	4.0%		2.5%	
Ephraim 6.25% 3.0% 1.0% 2.5% Gunnison 6.25% 3.0% 1.0% 2.5% Sevier County 6.0% 3.0% 1.0% 9.5% Richfield 6.25% 4.0% 1.0% 9.5% Salina 6.25% 4.0% 1.0% 9.5% Summit County 6.1% 3.0% 1.0% 2.5% Coolet County 6.0% 3.0% 1.0% 2.5% Erda 6.25% 3.0% 1.0% 2.5% Grantsville 6.25% 3.0% 1.0% 2.5% Lakepoint 6.25% 3.0% 1.0% 2.5% Lincoln 6.25% 3.0% 1.0% 2.5% Stansbury Park 6.25% 3.0% 1.0% 2.5% Vernal 6.75% 3.0% 1.0% 2.5% Vernal </td <td>Monticello</td> <td>6.0%</td> <td>4.0%</td> <td></td> <td>2.5%</td> <td>0.5%</td>	Monticello	6.0%	4.0%		2.5%	0.5%
Gunnison 6.25% 3.0% 1.0% 2.5% Sevier County 6.0% 3.0% 1.0% 9.5% Richfield 6.25% 4.0% 1.0% 9.5% Salina 6.25% 4.0% 1.0% 9.5% Summit County 6.1% 3.0% 1.0% 2.5% Park City 6.35% 3.0% 1.0% 2.5% Toocle County 6.0% 3.0% 1.0% 2.5% Erda 6.25% 3.0% 1.0% 2.5% Grantsville 6.25% 3.0% 1.0% 2.5% Lakepoint 6.25% 3.0% 1.0% 2.5% Lincoln 6.25% 3.0% 1.0% 2.5% Lincoln 6.25% 3.0% 1.0% 2.5% Vernal 6.75% 3.0% 1.0% 2.5% Utah County </td <td>Sanpete County</td> <td>6.0%</td> <td>3.0%</td> <td>1.0%</td> <td>2.5%</td> <td></td>	Sanpete County	6.0%	3.0%	1.0%	2.5%	
Sevier County 6.0% 3.0% 1.0% 9.5% Richfield 6.25% 4.0% 1.0% 9.5% Salina 6.25% 4.0% 1.0% 9.5% Summit County 6.1% 3.0% 1.0% 9.5% Park City 6.35% 3.0% 1.0% 2.5% 1.0% Tooele County 6.0% 3.0% 1.0% 2.5% Grantsville 6.25% 3.0% 1.0% 2.5% Lakepoint 6.25% 3.0% 1.0% 2.5% Lincoln 6.25% 3.0% 1.0% 2.5% Stansbury Park 6.25% 3.0% 1.0% 2.5% Vinta County 6.25% 3.0% 1.0% 2.5% Vernal 6.75% 3.0% 1.0% 2.5% Uinta County 6.0% 3.0% 1.0% 2.5%	Ephraim	6.25%	3.0%	1.0%	2.5%	
Richfield 6.25% 4.0% 1.0% 9.5% Salina 6.25% 4.0% 1.0% 9.5% Summit County 6.1% 3.0% 1.0% 2.5% Park City 6.35% 3.0% 1.0% 2.5% Toocle County 6.0% 3.0% 1.0% 2.5% Erda 6.25% 3.0% 1.0% 2.5% Grantsville 6.25% 3.0% 1.0% 2.5% Lakepoint 6.25% 3.0% 1.0% 2.5% Lincoln 6.25% 3.0% 1.0% 2.5% Stansbury Park 6.25% 3.0% 1.0% 2.5% Vernal 6.75% 3.0% 1.0% 2.5% Vernal 6.75% 3.0% 1.0% 2.5% Uintab County 6.0% 3.0% 1.0% 2.5% Alpine </td <td>Gunnison</td> <td>6.25%</td> <td>3.0%</td> <td>1.0%</td> <td>2.5%</td> <td></td>	Gunnison	6.25%	3.0%	1.0%	2.5%	
Salina 6.25% 4.0% 1.0% 9.5% Summit County 6.1% 3.0% 1.0% 2.5% Park City 6.35% 3.0% 1.0% 2.5% 1.0% Tooele County 6.0% 3.0% 1.0% 2.5% Erda 6.25% 3.0% 1.0% 2.5% Grantsville 6.25% 3.0% 1.0% 2.5% Lakepoint 6.25% 3.0% 1.0% 2.5% Lincoln 6.25% 3.0% 1.0% 2.5% Stansbury Park 6.25% 3.0% 1.0% 2.5% Toocle City 6.25% 3.0% 1.0% 2.5% Uintab County 6.5% 3.0% 1.0% 2.5% Vernal 6.75% 3.0% 1.0% 2.5% Uintab County 6.5% 3.0% 1.0% 2.5% <t< td=""><td>Sevier County</td><td>6.0%</td><td>3.0%</td><td>1.0%</td><td>9.5%</td><td></td></t<>	Sevier County	6.0%	3.0%	1.0%	9.5%	
Summit County 6.1% 3.0% 1.0% 2.5%	Richfield	6.25%	4.0%	1.0%	9.5%	
Park City 6.35% 3.0% 1.0% 2.5% 1.0% Tooele County 6.0% 3.0% 1.0% 2.5%	Salina	6.25%	4.0%	1.0%	9.5%	
Tooele County 6.0% 3.0% 1.0% 2.5% Erda 6.25% 3.0% 1.0% 2.5% Grantsville 6.25% 3.0% 1.0% 2.5% Lakepoint 6.25% 3.0% 1.0% 2.5% Lincoln 6.25% 3.0% 1.0% 2.5% Stansbury Park 6.25% 3.0% 1.0% 2.5% Tooele City 6.25% 3.0% 1.0% 2.5% Tooele City 6.25% 3.0% 1.0% 2.5% Uintah County 6.5% 3.0% 1.0% 2.5% Vernal 6.75% 3.0% 1.0% 2.5% Utah County 6.0% 3.0% 1.0% 2.5% Alpine 6.25% 3.0% 1.0% 2.5% Alpine 6.25% 3.0% 1.0% 2.5% Cedar	Summit County	6.1%	3.0%	1.0%	2.5%	
Erda 6.25% 3.0% 1.0% 2.5% Grantsville 6.25% 3.0% 1.0% 2.5% Lakepoint 6.25% 3.0% 1.0% 2.5% Lincoln 6.25% 3.0% 1.0% 2.5% Stansbury Park 6.25% 3.0% 1.0% 2.5% Tooele City 6.25% 3.0% 1.0% 2.5% Vernal 6.75% 3.0% 1.0% 5.5% Vernal 6.75% 3.0% 1.0% 2.5% Alpine 6.25% 3.0% 1.0% 2.5% Alpine 6.25% 3.0% 1.0% 2.5% Cedar Hills 6.25% 3.0% 1.0% 2.5% Lehi 6.25% 3.0% 1.0% 2.5% Lindon 6.25% 3.0% 1.0% 2.5% Lehi 6.	Park City	6.35%	3.0%	1.0%	2.5%	1.0%
Grantsville 6.25% 3.0% 1.0% 2.5% Lakepoint 6.25% 3.0% 1.0% 2.5% Lincoln 6.25% 3.0% 1.0% 2.5% Stansbury Park 6.25% 3.0% 1.0% 2.5% Tooele City 6.25% 3.0% 1.0% 2.5% Ulintah County 6.5% 3.0% 1.0% 5.5% Ulintah County 6.0% 3.0% 1.0% 5.5% Washington County 6.25% 3.0% 1.0% 2.5% Ulintah County 6.25% 3.0% 1.0% 2.5% Ulintah County 6.0% 3.0% 1.0% 2.5% Ulintah County 6.0% 3.0% 1.0% 2.5% Ulintah County 6.0% 3.0% 1.0% 2.5% Ulintah County 6.25% 3.0% 1.0% 2.5% Ulintah County 6.0% 3.0% 1.0% 2.5% Ulintah County 6.25% 3.0% 1.0% 2.5% Ulintah County 6.0% 3.0% 1.0% 2.5% Ulintah County 6.0% 3.0% 1.0% 9.5% Ulintah County 6.25% 3.0% 1.0% 9.5% Ulin	Tooele County	6.0%	3.0%	1.0%	2.5%	
Lakepoint Lincoln 6.25% 3.0% 1.0% 2.5% Stansbury Park 6.25% 3.0% 1.0% 2.5% Stansbury Park 6.25% 3.0% 1.0% 2.5% Tooele City 6.25% 3.0% 1.0% 5.5% Uintah County 6.5% 3.0% 1.0% 5.5% Uintah County 6.0% Alpine 6.25% 3.0% 1.0% 2.5% American Fork 6.25% 3.0% 1.0% 2.5% American Fork 6.25% 3.0% 1.0% 2.5% Cedar Hills 6.25% 3.0% 1.0% 2.5% Lehi 6.25% 3.0% 1.0% 2.5% Lehi 6.25% 3.0% 1.0% 2.5% Lindon 6.25% 3.0% 1.0% 2.5% Lindon 6.25% 3.0% 1.0% 2.5% Lindon 6.25% 3.0% 1.0% 2.5% Mapleton 6.25% 3.0% 1.0% 2.5% Payson 6.25% 3.0% 1.0% 2.5% Provo Canyon 6.25% 3.0% 1.0% 2.5% Salem 6.25% 3.0% 1.0% 2.5% Spanish Fork 6.25% 3.0% 1.0% 2.5% Washington County 6.0% 4.0% 1.0% 2.5% Washington County 4.0% 1.0% 2.5% Washington County 6.0% 4.0% 1.0% 9.5% La Verkin 6.25% 3.0% 1.0% 9.5% Washington City 6.25% 3.0% 1.0% 9.5% Washington County 6.0% 4.0% 1.0% 9.5% Washington City 6.25% 3.0% 1.0% 9.5% Washington County 6.0% 3.0% 1.0% 9.5% Washington City 6.25% 3.0% 1.0% 9.5% Washin	Erda	6.25%	3.0%	1.0%	2.5%	
Lincoln Stansbury Park 6.25% 3.0% 1.0% 2.5% Tooele City 6.25% 3.0% 1.0% 2.5% Uintah County 6.5% 3.0% 1.0% 5.5% Uintah County 6.0% Alpine 6.25% 3.0% 1.0% 1.0% 5.5% Uthah County 6.0% 3.0% 1.0% 5.5% Uthah County 6.0% 3.0% 1.0% 2.5% Uthah County 6.0% 3.0% 1.0% 2.5% American Fork 6.25% 3.0% 1.0% 2.5% Cedar Hills 6.25% 3.0% 1.0% 2.5% Cedar Hills 6.25% 3.0% 1.0% 2.5% Lehi 6.25% 3.0% 1.0% 2.5% Lehi 6.25% 3.0% 1.0% 2.5% Uindon 6.25% 3.0% 1.0% 2.5% Cedar Hills 6.25% 3.0% 1.0% 2.5% Cedar Hills 6.25% 3.0% 1.0% 2.5% Cedar Hills 6.25% 3.0% 1.0% 2.5% Pighaland 6.25% 3.0% 1.0% 2.5% Payson 6.25% 3.0% 1.0% 2.5% Payson 6.25% 3.0% 1.0% 2.5% Provo 6.25% 3.0% 1.0% 2.5% Provo 6.25% 3.0% 1.0% 2.5% Provo Canyon 6.25% 3.0% 1.0% 2.5% Spanish Fork 6.25% 3.0% 1.0% 2.5% Spanish Fork 6.25% 3.0% 1.0% 2.5% Wasatch County 4.0% 1.0% 2.5% Wasatch County 4.0% 1.0% 2.5% Washington County 4.0% 1.0% 2.5% Washington County 4.0% 1.0% 9.5% Santa Clara 6.25% 3.0% 1.0% 9.5% Springdale 6.0% 3.0% 1.0% 9.5% Springdale 6.25% 3	Grantsville	6.25%	3.0%	1.0%	2.5%	
Stansbury Park 6.25% 3.0% 1.0% 2.5% Tooele City 6.25% 3.0% 1.0% 2.5% Uintah County 6.5% 3.0% 1.0% 5.5% Vernal 6.75% 3.0% 1.0% 5.5% Utah County 6.0% 3.0% 1.0% 2.5% Alpine 6.25% 3.0% 1.0% 2.5% American Fork 6.25% 3.0% 1.0% 2.5% Cedar Hills 6.25% 3.0% 1.0% 2.5% Highland 6.25% 3.0% 1.0% 2.5% Lehi 6.25% 3.0% 1.0% 2.5% Lindon 6.25% 4.0% 1.0% 2.5% Lehi 6.25% 3.0% 1.0% 2.5% Orem 6.25% 3.0% 1.0% 2.5% Payson	Lakepoint	6.25%	3.0%	1.0%	2.5%	
Tooele City 6.25% 3.0% 1.0% 2.5% Uintah County 6.5% 3.0% 1.0% 5.5% Vernal 6.75% 3.0% 1.0% 5.5% Utah County 6.0% 3.0% 1.0% 2.5% Alpine 6.25% 3.0% 1.0% 2.5% American Fork 6.25% 3.0% 1.0% 2.5% Cedar Hills 6.25% 3.0% 1.0% 2.5% Highland 6.25% 3.0% 1.0% 2.5% Lehi 6.25% 3.0% 1.0% 2.5% Lindon 6.25% 3.0% 1.0% 2.5% Lehi 6.25% 3.0% 1.0% 2.5% Cedar Hills 6.25% 3.0% 1.0% 2.5% Lehi 6.25% 3.0% 1.0% 2.5% Lehi <	Lincoln	6.25%	3.0%	1.0%	2.5%	
Uintah County 6.5% 3.0% 1.0% 5.5% Vernal 6.75% 3.0% 1.0% 5.5% Utah County 6.0% 3.0% 1.0% 2.5% Alpine 6.25% 3.0% 1.0% 2.5% American Fork 6.25% 3.0% 1.0% 2.5% Cedar Hills 6.25% 3.0% 1.0% 2.5% Highland 6.25% 3.0% 1.0% 2.5% Lehi 6.25% 3.0% 1.0% 2.5% Lindon 6.25% 3.0% 1.0% 2.5% Orem 6.25% 3.0% 1.0% 2.5% Payson 6.2	Stansbury Park	6.25%	3.0%	1.0%	2.5%	
Vernal 6.75% 3.0% 1.0% 5.5% Utah County 6.0% 3.0% 1.0% 2.5% Alpine 6.25% 3.0% 1.0% 2.5% American Fork 6.25% 3.0% 1.0% 2.5% Cedar Hills 6.25% 3.0% 1.0% 2.5% Highland 6.25% 3.0% 1.0% 2.5% Lehi 6.25% 3.0% 1.0% 2.5% Lindon 6.25% 3.0% 1.0% 2.5% Corm 6.25% 3.0% 1.0% 2.5% Payson 6.25% 3.0% 1.0% 2.5% Playson 6.25% <td>Tooele City</td> <td>6.25%</td> <td>3.0%</td> <td>1.0%</td> <td>2.5%</td> <td></td>	Tooele City	6.25%	3.0%	1.0%	2.5%	
Vernal 6.75% 3.0% 1.0% 5.5% Utah County 6.0% 3.0% 1.0% 2.5% Alpine 6.25% 3.0% 1.0% 2.5% American Fork 6.25% 3.0% 1.0% 2.5% Cedar Hills 6.25% 3.0% 1.0% 2.5% Highland 6.25% 3.0% 1.0% 2.5% Lehi 6.25% 3.0% 1.0% 2.5% Lindon 6.25% 3.0% 1.0% 2.5% Lindon 6.25% 3.0% 1.0% 2.5% Mapleton 6.25% 3.0% 1.0% 2.5% Orem 6.25% 3.0% 1.0% 2.5% Payson 6.25% 3.0% 1.0% 2.5% Pleasant Grove 6.25% 3.0% 1.0% 2.5% Provo Canyon	Uintah County	6.5%	3.0%	1.0%	5.5%	
Alpine	•	6.75%	3.0%	1.0%	5.5%	
Alpine	Utah County	6.0%	3.0%	1.0%	2.5%	
American Fork 6.25% 3.0% 1.0% 2.5% Cedar Hills 6.25% 3.0% 1.0% 2.5% Highland 6.25% 3.0% 1.0% 2.5% Lehi 6.25% 3.0% 1.0% 2.5% Lindon 6.25% 3.0% 1.0% 2.5% Mapleton 6.25% 3.0% 1.0% 2.5% Orem 6.25% 3.0% 1.0% 2.5% Payson 6.25% 3.0% 1.0% 2.5% Payson 6.25% 3.0% 1.0% 2.5% Pleasant Grove 6.25% 3.0% 1.0% 2.5% Provo 6.25% 3.0% 1.0% 2.5% Provo Canyon 6.25% 3.0% 1.0% 2.5% Spanish Fork 6.25% 3.0% 1.0% 2.5% Springville		6.25%	3.0%	1.0%	2.5%	
Cedar Hills 6.25% 3.0% 1.0% 2.5% Highland 6.25% 3.0% 1.0% 2.5% Lehi 6.25% 3.0% 1.0% 2.5% Lindon 6.25% 4.0% 1.0% 2.5% Mapleton 6.25% 3.0% 1.0% 2.5% Orem 6.25% 4.0% 1.0% 2.5% Payson 6.25% 3.0% 1.0% 2.5% Payson 6.25% 3.0% 1.0% 2.5% Pleasant Grove 6.25% 3.0% 1.0% 2.5% Provo 6.25% 3.0% 1.0% 2.5% Provo Canyon 6.25% 3.0% 1.0% 2.5% Salem 6.25% 3.0% 1.0% 2.5% Springville 6.25% 3.0% 1.0% 2.5% Wasatch County	*	6.25%	3.0%	1.0%	2.5%	
Highland 6.25% 3.0% 1.0% 2.5% Lehi 6.25% 3.0% 1.0% 2.5% Lindon 6.25% 4.0% 1.0% 2.5% Mapleton 6.25% 3.0% 1.0% 2.5% Orem 6.25% 3.0% 1.0% 2.5% Payson 6.25% 3.0% 1.0% 2.5% Pleasant Grove 6.25% 3.0% 1.0% 2.5% Provo 6.25% 3.0% 1.0% 2.5% Provo Canyon 6.25% 3.0% 1.0% 2.5% Salem 6.25% 3.0% 1.0% 2.5% Spanish Fork 6.25% 3.0% 1.0% 2.5% Springville 6.25% 4.5% 1.0% 2.5% Wasatch County 6.0% 3.0% 1.0% 2.5% Heber						
Lehi 6.25% 3.0% 1.0% 2.5% Lindon 6.25% 4.0% 1.0% 2.5% Mapleton 6.25% 3.0% 1.0% 2.5% Orem 6.25% 3.0% 1.0% 2.5% Payson 6.25% 3.0% 1.0% 2.5% Pleasant Grove 6.25% 3.0% 1.0% 2.5% Provo 6.25% 3.0% 1.0% 2.5% Provo Canyon 6.25% 3.0% 1.0% 2.5% Salem 6.25% 3.0% 1.0% 2.5% Spanish Fork 6.25% 3.0% 1.0% 2.5% Springville 6.25% 4.5% 1.0% 2.5% Wasatch County 6.0% 3.0% 1.0% 2.5% Heber 6.25% 4.0% 1.0% 2.5% Mashington County <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
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Mapleton 6.25% 3.0% 1.0% 2.5% Orem 6.25% 4.0% 1.0% 2.5% Payson 6.25% 3.0% 1.0% 2.5% Pleasant Grove 6.25% 3.0% 1.0% 2.5% Provo 6.25% 3.0% 1.0% 2.5% Provo Canyon 6.25% 3.0% 1.0% 2.5% Salem 6.25% 3.0% 1.0% 2.5% Spanish Fork 6.25% 3.0% 1.0% 2.5% Springville 6.25% 4.5% 1.0% 2.5% Wasatch County 6.0% 3.0% 1.0% 2.5% Heber 6.25% 4.0% 1.0% 2.5% Midway 6.0% 3.0% 1.0% 9.5% Washington County 6.0% 3.0% 1.0% 9.5% Ivins <td>Lindon</td> <td></td> <td></td> <td></td> <td></td> <td></td>	Lindon					
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 $^{^{\}star\star}$ TRT Taxes, Restaurant Tax, Car Rental Taxes and the Resort Community Tax are levied in addition to the combined sales tax rate.

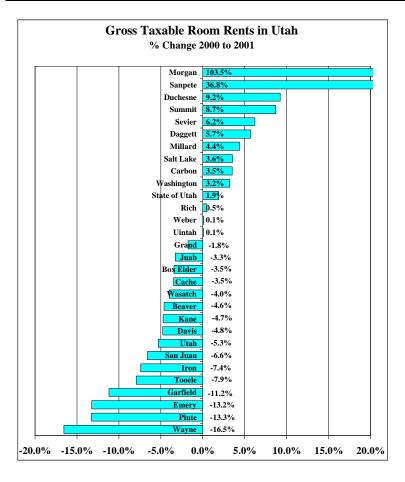
Travel & Tourism Taxes - Gross Taxable Room Rents

Rank	County	2001 Room Rent Revenues	Percent of State Total	Rank	County	2001 Room Rent Revenues	Percent of State Total
1	Salt Lake	\$243,672,654	42.1%	16	Carbon	\$4,630,714	0.8%
2	Summit	\$107,199,784	18.5%	17	Tooele	\$4,288,799	0.7%
3	Washington	\$39,160,260	6.8%	18	Beaver	\$2,934,087	0.5%
4	Utah	\$31,686,907	5.5%	19	Wayne	\$2,814,835	0.5%
5	Grand	\$26,204,467	4.5%	20	Box Elder	\$2,672,442	0.5%
6	Weber	\$16,876,606	2.9%	21	Millard	\$2,439,188	0.4%
7	Davis	\$14,559,428	2.5%	22	Juab	\$1,913,190	0.3%
8	Garfield	\$14,497,384	2.5%	23	Daggett	\$1,885,582	0.3%
9	Iron	\$13,017,151	2.3%	24	Rich	\$1,752,349	0.3%
10	Kane	\$9,015,042	1.6%	25	Sanpete	\$1,617,100	0.3%
11	San Juan	\$7,699,870	1.3%	26	Duchesne	\$922,264	0.2%
12	Cache	\$7,566,374	1.3%	27	Emery	\$638,841	0.1%
13	Wasatch	\$6,983,055	1.2%	28	Piute	\$147,799	0.0%
14	Sevier	\$6,132,645	1.1%	29	Morgan	\$77,702	0.0%
15	Uintah	\$5,439,186	0.9%		•	•	

Gross Taxable Room Rents 1996 to 2001

C	1996	1997	1998	1999	2000	2001	% Change 2000-2001	AAPC 1996-2001
County								
Beaver	\$2,499,089	\$2,706,961	\$2,995,476	\$2,870,163	\$3,076,203	\$2,934,087	-4.6%	3.3%
Box Elder	\$2,382,792	\$2,452,799	\$2,743,436	\$2,692,499	\$2,768,013	\$2,672,442	-3.5%	2.3%
Cache	\$6,002,665	\$6,145,150	\$7,461,665	\$7,517,868	\$7,838,345	\$7,566,374	-3.5%	4.7%
Carbon	\$2,780,721	\$3,490,261	\$3,670,786	\$4,478,110	\$4,474,621	\$4,630,714	3.5%	10.7%
Daggett	\$1,373,982	\$1,324,813	\$1,817,340	\$1,769,951	\$1,783,554	\$1,885,582	5.7%	6.5%
Davis	\$10,679,692	\$12,260,194	\$13,428,722	\$13,330,007	\$15,291,074	\$14,559,428	-4.8%	6.4%
Duchesne	\$562,428	\$738,600	\$963,268	\$778,218	\$844,216	\$922,264	9.2%	10.4%
Emery	\$687,393	(\$493,023)	\$1,404,708	\$929,776	\$736,226	\$638,841	-13.2%	-1.5%
Garfield	\$15,601,048	\$15,971,028	\$16,155,172	\$16,577,780	\$16,319,061	\$14,497,384	-11.2%	-1.5%
Grand	\$22,557,127	\$25,158,976	\$24,676,933	\$27,615,600	\$26,673,567	\$26,204,467	-1.8%	3.0%
Iron	\$11,765,173	\$12,219,753	\$12,214,175	\$12,776,403	\$14,057,756	\$13,017,151	-7.4%	2.0%
Juab	\$1,645,718	\$1,692,894	\$1,770,058	\$1,907,632	\$1,978,171	\$1,913,190	-3.3%	3.1%
Kane	\$8,899,542	\$8,940,005	\$8,255,033	\$9,216,977	\$9,464,222	\$9,015,042	-4.7%	0.3%
Millard	\$1,733,381	\$2,142,495	\$1,996,992	\$2,179,436	\$2,336,914	\$2,439,188	4.4%	7.1%
Morgan	\$36,817	\$35,630	\$29,054	\$31,929	\$38,186	\$77,702	103.5%	16.1%
Piute	\$175,043	\$153,199	\$186,610	\$173,732	\$170,448	\$147,799	-13.3%	-3.3%
Rich	\$1,123,620	\$1,221,604	\$1,349,081	\$1,578,814	\$1,743,544	\$1,752,349	0.5%	9.3%
Salt Lake	\$214,024,880	\$234,263,572	\$238,479,589	\$229,797,632	\$235,285,623	\$243,672,654	3.6%	2.6%
San Juan	\$8,064,566	\$8,147,581	\$8,688,373	\$8,637,436	\$8,243,113	\$7,699,870	-6.6%	-0.9%
Sanpete	\$945,171	\$1,198,546	\$1,323,559	\$1,336,537	\$1,182,112	\$1,617,100	36.8%	11.3%
Sevier	\$5,015,299	\$5,203,651	\$5,085,250	\$5,693,398	\$5,774,287	\$6,132,645	6.2%	4.1%
Summit	\$72,159,515	\$79,855,432	\$88,875,994	\$90,604,704	\$98,626,466	\$107,199,784	8.7%	8.2%
Tooele	\$4,873,994	\$4,239,960	\$3,924,300	\$3,756,355	\$4,658,202	\$4,288,799	-7.9%	-2.5%
Uintah	\$3,940,391	\$4,491,601	\$5,305,277	\$5,019,385	\$5,434,069	\$5,439,186	0.1%	6.7%
Utah	\$24,079,584	\$27,379,992	\$27,755,028	\$31,614,149	\$33,462,356	\$31,686,907	-5.3%	5.6%
Wasatch	\$4,407,672	\$6,290,345	\$6,457,687	\$6,867,785	\$7,272,757	\$6,983,055	-4.0%	9.6%
Washington	\$30,564,311	\$32,201,732	\$34,111,888	\$36,470,724	\$37,946,219	\$39,160,260	3.2%	5.1%
Wayne	\$2,576,634	\$2,734,676	\$2,950,418	\$3,169,958	\$3,372,920	\$2,814,835	-16.5%	1.8%
Weber	\$16,251,329	\$16,991,754	\$16,348,310	\$15,935,917	\$16,856,711	\$16,876,606	0.1%	0.8%
	, . ,			, , ,				
State of Utah	\$477,409,577	\$519,160,181	\$540,424,182	\$545,328,875	\$567,708,956	\$578,445,705	1.9%	3.9%

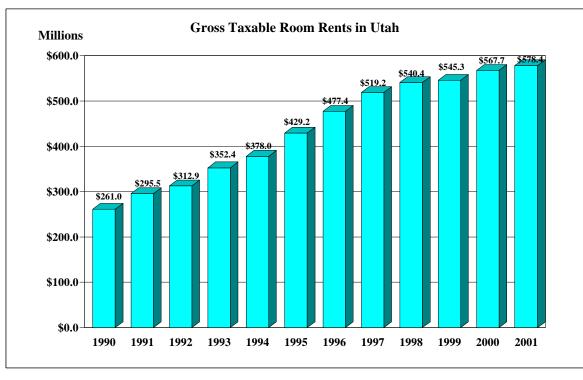
Travel & Tourism Taxes - Gross Taxable Room Rents



Gross Taxable Room Rents represent the equivalent of gross transient room tax revenues divided by the transient room tax rate. As such, it allows specific analysis of room rental performance without including other lodging amenities such as restaurants and gift shops that are included in the broader measure of nominal hotel sales.

Nominal hotel sales include not only the sales from the rental of rooms, but also other hotel sales, such as those from hotel restaurants, conventions, seminars, private clubs and gift shops (SIC categories 7011 through 7041). However, this data may exclude some businesses that file a transient room tax return, such as condominium rentals (SIC 6513).

As a share of total statewide sales, a county share of gross taxable room rents is equal to a county share of transient room tax revenues.



Travel & Tourism Taxes - Transient Room Tax

Rank	County	2001 TRT Collections	Percent of State Total	Rank	County	2001 TRT Collections	Percent of State Total
1	Salt Lake	\$7,310,180	42.1%	16	Carbon	\$138,921	0.8%
2	Summit	\$3,215,994	18.5%	17	Tooele	\$128,664	0.7%
3	Washington	\$1,174,808	6.8%	18	Beaver	\$88,023	0.5%
4	Utah	\$950,607	5.5%	19	Wayne	\$84,445	0.5%
5	Grand	\$786,134	4.5%	20	Box Elder	\$80,173	0.5%
6	Weber	\$506,298	2.9%	21	Millard	\$73,176	0.4%
7	Davis	\$436,783	2.5%	22	Juab	\$57,396	0.3%
8	Garfield	\$434,922	2.5%	23	Daggett	\$56,567	0.3%
9	Iron	\$390,515	2.3%	24	Rich	\$52,570	0.3%
10	Kane	\$270,451	1.6%	25	Sanpete	\$48,513	0.3%
11	San Juan	\$230,996	1.3%	26	Duchesne	\$27,668	0.2%
12	Cache	\$226,991	1.3%	27	Emery	\$19,165	0.1%
13	Wasatch	\$209,492	1.2%	28	Piute	\$4,434	0.0%
14	Sevier	\$183,979	1.1%	29	Morgan	\$2,331	0.0%
15	Uintah	\$163,176	0.9%				

Gross Transient Room Tax Collections 1996 to 2001

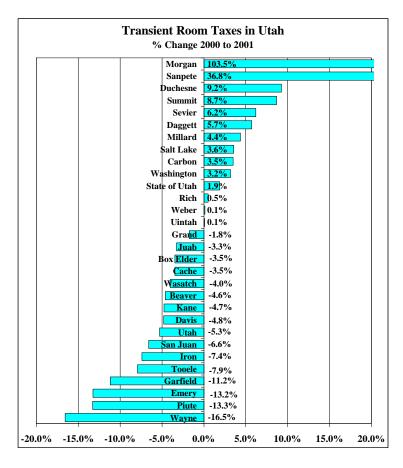
			insient Roo				% Change	AAPC
County	1996	1997	1998	1999	2000	2001	2000-2001	1996-2001
Beaver	\$74,973	\$81,209	\$89,864	\$86,105	\$92,286	\$88,023	-4.6%	3.3%
Box Elder	\$71,484	\$73,584	\$82,303	\$80,775	\$83,040	\$80,173	-3.5%	2.3%
Cache	\$180,080	\$184,355	\$223,850	\$225,536	\$235,150	\$226,991	-3.5%	4.7%
Carbon	\$83,422	\$104,708	\$110,124	\$134,343	\$134,239	\$138,921	3.5%	10.7%
Daggett	\$41,219	\$39,744	\$54,520	\$53,099	\$53,507	\$56,567	5.7%	6.5%
Davis	\$320,391	\$367,806	\$402,862	\$399,900	\$458,732	\$436,783	-4.8%	6.4%
Duchesne	\$16,873	\$22,158	\$28,898	\$23,347	\$25,326	\$27,668	9.2%	10.4%
Emery	\$20,622	(\$14,791)	\$42,141	\$27,893	\$22,087	\$19,165	-13.2%	-1.5%
Garfield	\$468,031	\$479,131	\$484,655	\$497,333	\$489,572	\$434,922	-11.2%	-1.5%
Grand	\$676,714	\$754,769	\$740,308	\$828,468	\$800,207	\$786,134	-1.8%	3.0%
Iron	\$352,955	\$366,593	\$366,425	\$383,292	\$421,733	\$390,515	-7.4%	2.0%
Juab	\$49,372	\$50,787	\$53,102	\$57,229	\$59,345	\$57,396	-3.3%	3.1%
Kane	\$266,986	\$268,200	\$247,651	\$276,509	\$283,927	\$270,451	-4.7%	0.3%
Millard	\$52,001	\$64,275	\$59,910	\$65,383	\$70,107	\$73,176	4.4%	7.1%
Morgan	\$1,105	\$1,069	\$872	\$958	\$1,146	\$2,331	103.5%	16.1%
Piute	\$5,251	\$4,596	\$5,598	\$5,212	\$5,113	\$4,434	-13.3%	-3.3%
Rich	\$33,709	\$36,648	\$40,472	\$47,364	\$52,306	\$52,570	0.5%	9.3%
Salt Lake	\$6,420,746	\$7,027,907	\$7,154,388	\$6,893,929	\$7,058,569	\$7,310,180	3.6%	2.6%
San Juan	\$241,937	\$244,427	\$260,651	\$259,123	\$247,293	\$230,996	-6.6%	-0.9%
Sanpete	\$28,355	\$35,956	\$39,707	\$40,096	\$35,463	\$48,513	36.8%	11.3%
Sevier	\$150,459	\$156,110	\$152,558	\$170,802	\$173,229	\$183,979	6.2%	4.1%
Summit	\$2,164,785	\$2,395,663	\$2,666,280	\$2,718,141	\$2,958,794	\$3,215,994	8.7%	8.2%
Tooele	\$146,220	\$127,199	\$117,729	\$112,691	\$139,746	\$128,664	-7.9%	-2.5%
Uintah	\$118,212	\$134,748	\$159,158	\$150,582	\$163,022	\$163,176	0.1%	6.7%
Utah	\$722,388	\$821,400	\$832,651	\$948,424	\$1,003,871	\$950,607	-5.3%	5.6%
Wasatch	\$132,230	\$188,710	\$193,731	\$206,034	\$218,183	\$209,492	-4.0%	9.6%
Washington	\$916,929	\$966,052	\$1,023,357	\$1,094,122	\$1,138,387	\$1,174,808	3.2%	5.1%
Wayne	\$77,299	\$82,040	\$88,513	\$95,099	\$101,188	\$84,445	-16.5%	1.8%
Weber	\$487,540	\$509,753	\$490,449	\$478,078	\$505,701	\$506,298	0.1%	0.8%
State of Utah	\$14,322,287	\$15,574,805	\$16,212,725	\$16,359,866	\$17,031,269	\$17,353,371	1.9%	3.9%

Special Transient Room Tax Collections 1996 to 2001

County	1996	1997	1998	1999	2000	2001	% Change 2000-2001	AAPC 1996-2001
Salt Lake	\$1,070,124	\$1,171,318	\$1,192,398	\$1,148,988	\$1,176,428	\$1,218,363	3.6%	2.6%

Note: TRT Collections do not include the 1% to 1.5% municipal transient room tax imposed in some municipalities. Beginning in 1991, counties of the first class were authorized to collect an additional 0.5% transient room tax as part of the Tourism, Recreation, Cultural and Convention Facilities (TRCC) Tax.

Travel & Tourism Taxes - Transient Room Tax



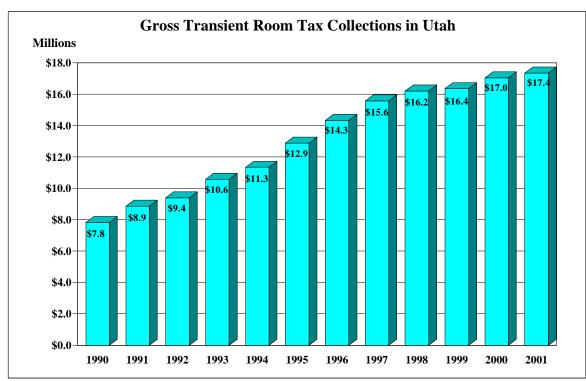
The Transient Room Tax is applied to the rental charge for any suite, room or rooms, in a motel, hotel, motor court, inn or similar public accommodation for fewer than 30 consecutive days. This tax is in addition to the applicable sales tax. The tax rate is levied up to 3% of the rental charge as fixed by county ordinance. Currently, the tax rate is 3% in all counties.

The statewide TRT is distributed to the respective Utah counties for which the Tax Commission acts as agent. Counties may also choose to collect the tax themselves.

The TRT revenues may be used to establish and promote recreation, tourism, film production and conventions, to purchase or lease land and/or facilities related to convention meeting rooms, exhibit halls, visitor information centers, museums and related facilities, to mitigate the impacts of recreation, tourism or conventions in counties of the 4th, 5th and 6th class or to repay bond indebtedness.

No more than 1/3 of the tax may be used for "brick and mortar" expenses or bond issuance/repayment.

-- See Appendix C for specific tax code.



Travel & Tourism Taxes - Restaurant Tax

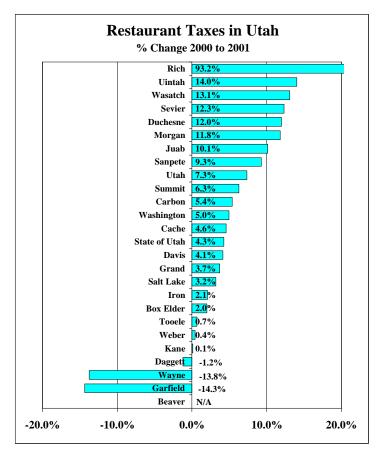
Rank	County	2001 Rest. Tax Revenue	% of 2001 State Total	Rank	County	2001 Rest. Tax Revenue	% of 2001 State Total		
1	Salt Lake	\$10,836,559	49.4%	16	Garfield	\$102,201	0.5%		
2	Utah	\$2,915,496	13.3%	17	Rich	\$93,740	0.4%		
3	Davis	\$1,787,328	8.2%	18	Sanpete	\$87,439	0.4%		
4	Weber	\$1,568,066	7.2%	19	Kane	\$79,121	0.4%		
5	Summit	\$961,764	4.4%	20	Juab	\$74,317	0.3%		
6	Washington	\$925,516	4.2%	21	Duchesne	\$67,333	0.3%		
7	Cache	\$601,694	2.7%	22	Wayne	\$33,448	0.2%		
8	Iron	\$309,917	1.4%	23	Morgan	\$22,243	0.1%		
9	Box Elder	\$294,189	1.3%	24	Beaver	\$19,809	0.1%		
10	Grand	\$213,484	1.0%	25	Daggett	\$15,550	0.1%		
11	Tooele	\$212,787	1.0%				,		
12	Wasatch	\$209,681	1.0%	Emery, Millard, Piute and San Juan Counties do not					
13	Uintah	\$190,412	0.9%						
14	Carbon	\$163,386	0.7%	collect the Restaurant Tax					
15	Sevier	\$144,123	0.7%						

Restaurant Tax Collections 1996 to 2001

County	1996	1997	1998	1999	2000	2001	% Change 2000-2001	AAPC* 1996-2001
Beaver	NA	NA	NA	NA	NA	\$19,809	NA	NA
Box Elder	\$232,272	\$252,359	\$262,440	\$272,943	\$288,463	\$294,189	2.0%	4.8%
Cache	\$456,761	\$464,509	\$516,723	\$581,404	\$575,368	\$601,694	4.6%	5.7%
Carbon	\$0	\$65,165	\$148,700	\$160,419	\$155,026	\$163,386	5.4%	0.9%
Daggett	\$13,635	\$5,980	\$13,223	\$13,952	\$15,739	\$15,550	-1.2%	2.7%
Davis	\$1,346,912	\$1,464,686	\$1,543,770	\$1,623,341	\$1,716,196	\$1,787,328	4.1%	5.8%
Duchesne	\$44,063	\$50,383	\$55,630	\$55,216	\$60,142	\$67,333	12.0%	7.5%
Garfield	\$99,137	\$96,619	\$101,694	\$122,524	\$119,323	\$102,201	-14.3%	0.6%
Grand	\$0	\$29,311	\$190,596	\$217,846	\$205,834	\$213,484	3.7%	-1.0%
Iron	\$242,157	\$242,455	\$275,712	\$281,397	\$303,653	\$309,917	2.1%	5.1%
Juab	\$65,917	\$60,783	\$67,887	\$81,237	\$67,473	\$74,317	10.1%	5.2%
Kane	\$0	\$67,284	\$77,059	\$75,110	\$79,024	\$79,121	0.1%	0.9%
Morgan	\$16,570	\$15,526	\$15,667	\$21,358	\$19,895	\$22,243	11.8%	6.1%
Rich	\$24,846	\$41,154	\$54,260	\$47,787	\$48,519	\$93,740	93.2%	30.4%
Salt Lake	\$8,743,408	\$9,007,971	\$9,422,132	\$10,016,504	\$10,497,968	\$10,836,559	3.2%	4.4%
Sanpete	\$67,084	\$66,367	\$69,212	\$73,538	\$80,021	\$87,439	9.3%	5.4%
Sevier	\$107,213	\$119,650	\$143,284	\$134,288	\$128,348	\$144,123	12.3%	6.1%
Summit	\$689,892	\$736,562	\$784,895	\$809,050	\$905,050	\$961,764	6.3%	6.9%
Tooele	\$141,639	\$135,450	\$159,408	\$194,345	\$211,359	\$212,787	0.7%	8.5%
Uintah	\$132,011	\$145,099	\$175,768	\$145,959	\$166,999	\$190,412	14.0%	7.6%
Utah	\$1,917,641	\$1,997,466	\$2,219,881	\$2,499,572	\$2,716,427	\$2,915,496	7.3%	8.7%
Wasatch	\$135,184	\$145,135	\$156,798	\$190,280	\$185,411	\$209,681	13.1%	9.2%
Washington	\$658,079	\$698,400	\$784,438	\$824,028	\$881,729	\$925,516	5.0%	7.1%
Wayne	\$21,666	\$24,181	\$27,980	\$31,255	\$38,784	\$33,448	-13.8%	8.4%
Weber	\$1,385,467	\$1,420,459	\$1,469,067	\$1,571,439	\$1,561,978	\$1,568,066	0.4%	2.5%
State of Utah	\$16,538,730	\$17,352,953	\$18,736,224	\$20,044,792	\$21,028,729	\$21,929,603	4.3%	5.8%

*Some AAPC are taken from earliest full year of collections.

Travel & Tourism Taxes - Restaurant Tax

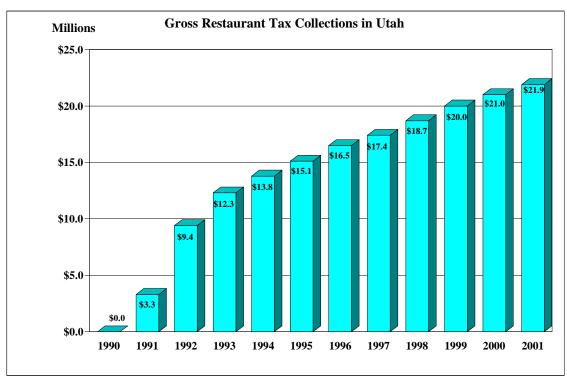


The restaurant tax is one of the taxes counties may collect under the Tourism, Recreation, Cultural and Convention Facilities Tax first authorized by the state legislature in 1991. The restaurant tax portion consists of a tax of up to 1% of all sales of prepared foods and beverages sold by restaurants for immediate consumption.

The restaurant tax is the most widely used portion of the TRCC Tax. It has been adopted by 25 counties in Utah. Emery, Millard, Piute and San Juan Counties have not adopted the tax.

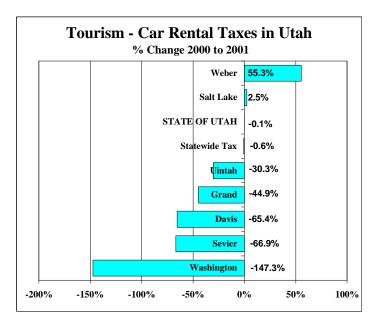
The tax is distributed to the counties that impose the tax based upon revenues from within each county's boundaries. The tax may be imposed for the purpose of financing, in whole or in part, tourism promotion and the development, operation and maintenance of tourist, recreation, cultural and convention facilities.

-- See Appendix C for specific tax code.



Travel & Tourism Taxes - Car Rental Tax

Rank	County	2001 Rental Tax Revenue	% of 2001 State Total
1	Salt Lake	\$9,167,843	71.1%
2	Statewide Tax	\$3,648,560	28.3%
3	Weber	\$90,083	0.7%
4	Davis	\$29,330	0.2%
5	Grand	\$13,816	0.1%
6	Uintah	\$3,133	0.0%
7	Sevier	\$1,891	0.0%
8	Morgan	\$38	0.0%
9	Washington	-\$58,390	NA



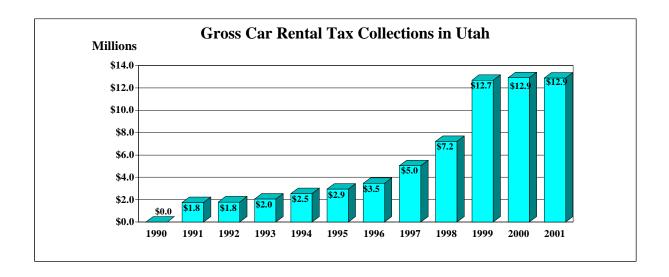
Note: The car rental tax consists of two separate taxes: the statewide motor vehicle rental tax and the car rental tax portion of the Tourism, Recreation, Cultural and Convention Facilities Tax. The table above lists "statewide tax" as the revenue from the motor vehicle rental tax while the revenue for individual counties represents the toursim tax revenue from the car rental tax imposed under the TRCC Tax in the respective counties.

Gross Car Rental Tax Collections 1996 to 2001

							% Change
County	1996	1997	1998	1999	2000	2001	2000-2001
Davis	\$0	\$83,902	\$22,804	\$88,988	\$84,798	\$29,330	-65.4%
Duchesne	\$0	(\$37)	\$0	\$0	\$171	\$0	NA
Grand	\$0	\$2,861	\$17,471	\$27,104	\$25,066	\$13,816	-44.9%
Morgan	\$0	\$0	\$0	\$0	\$0	\$38	NA
Salt Lake	\$3,452,155	\$3,447,631	\$3,798,582	\$9,163,323	\$8,940,162	\$9,167,843	2.5%
Sevier	\$0	\$0	\$0	\$72	\$5,709	\$1,891	-66.9%
Uintah	(\$36,286)	\$4,532	\$7,778	\$18,954	\$4,498	\$3,133	-30.3%
Utah	\$0	(\$7,321)	\$0	\$0	\$0	\$0	NA
Washington	\$0	\$0	\$8,572	\$260,685	\$123,436	(\$58,390)	-147.3%
Weber	\$0	\$23,265	\$23,671	\$57,776	\$57,990	\$90,083	55.3%
Statewide Tax	\$0	\$1,487,019	\$3,333,131	\$3,066,383	\$3,670,234	\$3,648,560	-0.6%
State of Utah	\$3,415,869	\$5,041,852	\$7,212,009	\$12,683,285	\$12,912,064	\$12,896,304	-0.1%

Note: Numerous tax rate changes over the past three years make year-to-year comparisons difficult.

Travel & Tourism Taxes - Car Rental Tax



The car rental tax is one of the taxes counties may collect under the Tourism, Recreation, Cultural and Convention Facilities Tax first authorized by the state legislature in 1990. Initially, the TRCC Tax allowed county legislative bodies to impose a tax of up to 3% on all short-term leases and rentals of motor vehicles, where such leases do not exceed 30 days. Three counties (Duchesne, Grand, and Uintah) impose the 3% Tourism Rental Car Tax. Beginning January 1, 1999, the county legislative body of any county could have imposed, in addition to the 3% Tourism Car Rental Tax, an additional tax of up to 4% on all short term leases of motor vehicles not exceeding 30 days, except for leases and rental of motor vehicles made for the purpose of temporarily replacing a person's motor vehicle that is being repaired. Seven counties (Davis, Morgan, Rich, Salt Lake, Sevier, Washington, and Weber) impose a Tourism Rental Car Tax at 7%.

The tax is distributed to the counties that impose the tax based upon revenues from within each county's boundaries. The tax may be imposed for the purpose of financing, in whole or in part, tourism promotion and the development, operation and maintenance of tourist, recreation, cultural and convention facilities.

Although not part of the TRCC Tax, the Statewide Motor Vehicle Rental Tax does impact total rental car taxes paid. The 1997 legislature imposed a 2.5% tax on short-term leases and rentals of motor vehicles not exceeding 30 days (this tax is in addition to the tourism-rental car tax imposed in certain counties and any applicable sales taxes or airport fees).

The tax is allocated to the Transportation Corridor Preservation Revolving Loan Fund in the Transportation Fund.

--See Appendix C for specific tax code.

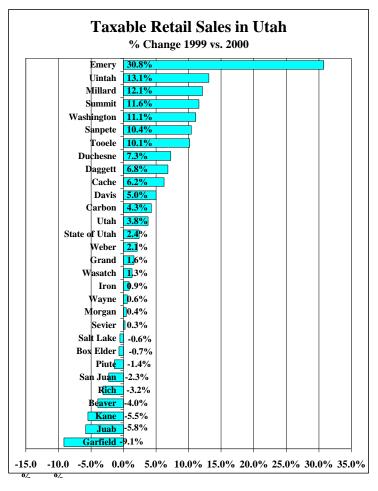
Travel & Tourism Taxes - Gross Taxable Retail Sales

Rank	County	2001 Retail Sales Revenue	Percent of State Total	Rank	County	2001 Retail Sales Revenue	Percent of State Total
1	Salt Lake	\$15,849,186,277	48.9%	16	Duchesne	\$163,767,205	0.5%
2	Utah	\$4,327,743,545	13.4%	17	Sanpete	\$158,161,385	0.5%
3	Davis	\$2,689,665,418	8.3%	18	Millard	\$120,365,006	0.4%
4	Weber	\$2,507,881,470	7.7%	19	Emery	\$102,670,903	0.3%
5	Washington	\$1,375,237,567	4.2%	20	Kane	\$101,547,886	0.3%
6	Cache	\$936,747,843	2.9%	21	San Juan	\$87,304,705	0.3%
7	Summit	\$828,954,759	2.6%	22	Juab	\$69,536,762	0.2%
8	Uintah	\$497,521,181	1.5%	23	Garfield	\$66,456,789	0.2%
9	Iron	\$420,915,573	1.3%	24	Beaver	\$57,175,694	0.2%
10	Box Elder	\$385,714,523	1.2%	25	Morgan	\$55,337,047	0.2%
11	Tooele	\$363,790,726	1.1%	26	Wayne	\$23,594,673	0.1%
12	Carbon	\$361,591,203	1.1%	27	Rich	\$16,201,275	0.1%
13	Sevier	\$219,773,375	0.7%	28	Daggett	\$14,634,974	0.0%
14	Wasatch	\$173,995,773	0.5%	29	Piute	\$5,662,930	0.0%
15	Grand	\$165,549,440	0.5%				

Gross Taxable Retail Sales 1996 to 2001

County	1996	1997	1998	1999	2000	2001	% Change 2000-2001	AAPC 1996-2001
Beaver	\$41,936,668	\$45,761,964	\$54,028,444	\$56,796,599	\$59,533,738	\$57,175,694	-4.0%	6.4%
Box Elder	\$313,399,510	\$341,801,574	\$378,656,784	\$392,554,576	\$388,463,051	\$385,714,523	-0.7%	4.2%
Cache	\$700,827,166	\$738,962,198	\$815,747,488	\$877,516,245	\$881,748,639	\$936,747,843	6.2%	6.0%
Carbon	\$270,180,228	\$302,766,134	\$350,262,447	\$344,787,305	\$346,715,900	\$361,591,203	4.3%	6.0%
Daggett	\$9,433,030	\$8,931,045	\$10,152,206	\$11,083,920	\$13,701,974	\$14,634,974	6.8%	9.2%
Davis	\$1,948,114,497	\$2,082,405,096	\$2,333,000,552	\$2,501,488,171	\$2,561,945,556	\$2,689,665,418	5.0%	6.7%
Duchesne	\$103,539,767	\$138,833,857	\$148,993,949	\$113,995,306	\$152,667,814	\$163,767,205	7.3%	9.6%
Emery	\$63,933,988	\$85,273,673	\$108,296,650	\$86,178,899	\$78,516,158	\$102,670,903	30.8%	9.9%
Garfield	\$59,463,916	\$64,208,586	\$67,964,766	\$71,530,129	\$73,145,377	\$66,456,789	-9.1%	2.2%
Grand	\$125,597,997	\$136,682,724	\$143,307,479	\$167,663,347	\$162,911,808	\$165,549,440	1.6%	5.7%
Iron	\$328,599,441	\$334,517,242	\$358,583,543	\$403,990,858	\$417,168,360	\$420,915,573	0.9%	5.1%
Juab	\$52,093,322	\$58,330,085	\$61,049,366	\$67,800,309	\$73,826,705	\$69,536,762	-5.8%	5.9%
Kane	\$85,348,929	\$91,571,511	\$92,767,501	\$99,972,386	\$107,426,955	\$101,547,886	-5.5%	3.5%
Millard	\$86,426,974	\$102,956,430	\$102,324,784	\$108,565,176	\$107,366,842	\$120,365,006	12.1%	6.8%
Morgan	\$36,673,879	\$34,597,815	\$43,190,274	\$52,752,568	\$55,091,635	\$55,337,047	0.4%	8.6%
Piute	\$5,549,494	\$4,647,900	\$5,197,828	\$5,556,641	\$5,742,323	\$5,662,930	-1.4%	0.4%
Rich	\$10,848,221	\$12,425,163	\$14,599,275	\$15,593,403	\$16,731,346	\$16,201,275	-3.2%	8.4%
Salt Lake	\$12,495,049,840	\$13,279,907,345	\$14,480,792,082	\$15,032,355,344	\$15,941,513,323	\$15,849,186,277	-0.6%	4.9%
San Juan	\$83,951,301	\$79,420,183	\$102,358,862	\$96,128,945	\$89,321,720	\$87,304,705	-2.3%	0.8%
Sanpete	\$101,273,513	\$109,374,363	\$117,860,224	\$125,822,688	\$143,234,506	\$158,161,385	10.4%	9.3%
Sevier	\$171,174,291	\$179,499,588	\$247,516,691	\$212,472,805	\$219,208,375	\$219,773,375	0.3%	5.1%
Summit	\$532,065,605	\$585,960,819	\$631,299,089	\$685,939,692	\$742,862,484	\$828,954,759	11.6%	9.3%
Tooele	\$229,458,354	\$247,605,386	\$282,754,708	\$306,930,181	\$330,279,699	\$363,790,726	10.1%	9.7%
Uintah	\$249,885,277	\$300,310,299	\$335,704,139	\$331,526,601	\$439,786,724	\$497,521,181	13.1%	14.8%
Utah	\$3,018,664,563	\$3,263,562,889	\$3,670,050,662	\$3,938,892,458	\$4,170,665,617	\$4,327,743,545	3.8%	7.5%
Wasatch	\$104,349,093	\$118,482,941	\$136,583,244	\$155,799,341	\$171,726,889	\$173,995,773	1.3%	10.8%
Washington	\$954,639,002	\$994,050,920	\$1,066,865,802	\$1,159,452,168	\$1,237,822,795	\$1,375,237,567	11.1%	7.6%
Wayne	\$17,770,582	\$18,566,025	\$22,689,627	\$23,000,106	\$23,460,239	\$23,594,673	0.6%	5.8%
Weber	\$2,039,495,130	\$2,151,273,281	\$2,264,121,035	\$2,375,445,131	\$2,456,562,991	\$2,507,881,470	2.1%	4.2%
Use tax	\$1,604,193,876	\$916,015,985	\$200,035,296	\$176,949,415	\$175,863,321	\$255,447,596	45.3%	-30.8%
State of Utah	\$25,843,937,454	\$26,828,703,021	\$28,646,754,797	\$29,998,540,713	\$31,645,012,864	\$32,402,133,503	2.4%	4.6%

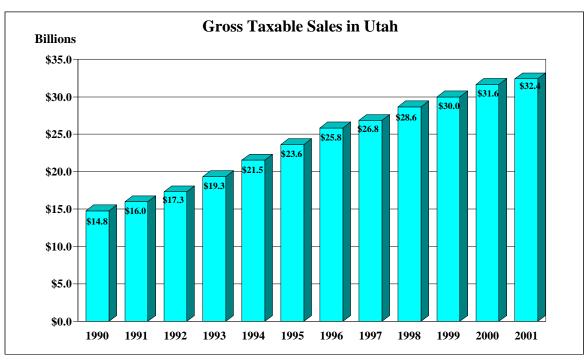
Travel & Tourism Taxes - Gross Taxable Retail Sales



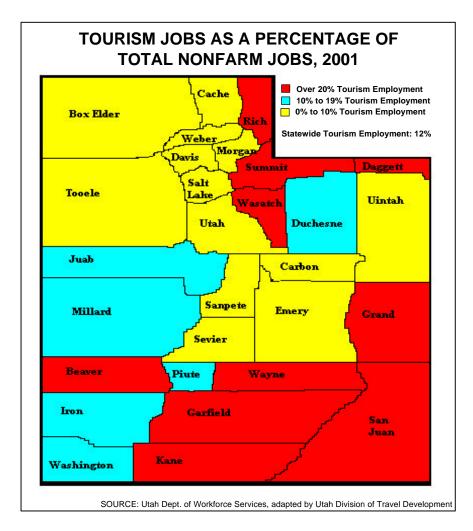
The Utah State Sales and Use Tax is 4.75%. The same rates apply to retail sales of meals, admissions to places of amusement, intrastate communication and passenger service, commercial electric, gas and heat utility service, hotel and motel accommodations and certain other services. There are several exemption provisions. Use Tax is charged at the same rates as above on tangible personal property that is purchased for use, consumption or storage in Utah.

Local city or county governments may make various additions to the State Sales and Use Tax as follows:

- -Local Sales & Use Tax (1%)
- -Mass Transit Tax (up to 0.5%)
- -Rural Hospital Tax (1%)
- -Botanical, Cultural, Zoo Tax (0.1%)
- -Highways Tax (0.25%)
- -County Option Sales Tax (0.25%)
- -Resort Communities Tax (up to 1.5%)
- -- See "Travel Tax Rates" for combined sales tax rates in each locality.



County Tourism Profiles



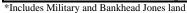
Beaver	Iron	Sevier
Box Elder	Juab	Summit
Cache	Kane	Tooele
Carbon	Millard	Uintah
Daggett	Morgan	Utah
Davis	Piute	Wasatch
Duchesne	Rich	Washington
Emery	Salt Lake	Wayne
Garfield	San Juan	Weber
Grand	Sanpete	



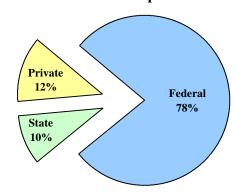
BEAVER COUNTY TOURISM PROFILE

County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC	1990	1997	1990	1999	2000	2001(p)	2000-2001	Kalikilig
Population	5,858	5,870	5,705	5,951	6,023	6,198	2.9%	23
Total Non-Ag Employment	1,809	1,868	1,830	1,841	1,886	1,872	-0.7%	24
Non-Ag Avg Monthly Wage	\$1,519	\$1,538	\$1,682	\$1,689	\$1,684	\$1,741	3.4%	20
Per Capita Income	\$1,319	\$15,809	\$1,082	\$18,433	\$21,339	\$22,330	4.6%	10
Unemployment Rate	5.3%	4.7%	5.0%	3.9%	3.6%	4.2%	0.6%	8
Chempioyment Rate	3.370	4.770	3.070	3.970	3.0%	4.270	0.0%	0
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$22.6	\$23.3	\$24.3	\$24.1	\$24.5	\$23.1	-5.7%	20
Travel & Tourism Related	417	427	450	451	464	459	-1.1%	20
Employment	417	427	430	431	404	439	-1.170	20
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	\$470.6	\$484.1	\$506.2	\$500.5	\$509.8	\$480.0	-5.8%	20
Traveler Spending	·		,					
Gross Taxable Room Rents	\$2,499	\$2,707	\$2,995	\$2,870	\$3,076	\$2,934	-4.6%	18
Transient Room Tax	\$75.0	\$81.2	\$89.9	\$86.1	\$92.3	\$88.0	-4.7%	18
Restaurant Tax						\$19.8	NA	24
Car Rental Tax								
Gross Taxable Retail Sales (millions)	\$41.9	\$45.8	\$54.0	\$56.8	\$59.5	\$57.2	-3.9%	24
REGIONAL VISITATION COUNTS								
I-15 UT/AZ Traffic Count	5,506,025	5,796,200	6,139,300	6,359,030	6,396,625	6,674,025	4.3%	
Zion N.P.	2,504,986	2,445,534	2,370,048	2,440,044	2,432,348	2,227,490	-8.4%	
Bryce Canyon N.P.	1,269,600	1,174,824	1,166,331	1,081,521	1,099,275	1,068,619	-2.8%	
Cedar Breaks N.M.	653,760	608,399	578,974	597,460	550,657	690,652	25.4%	
Grand Staircase-Escalante N.M.	519,944	788,611	849,628	1,141,131	572,176	683,286	19.4%	
Capitol Reef N.P.	678,012	625,680	656,026	680,153	612,656	527,760	-13.9%	
Utah Shakespearean Festival	131,000	132,000	154,000	150,000	142,800	151,400	6.0%	
Fremont Indian S.P.	119,108	99,677	105,205	95,670	94,054	79,405	-15.6%	
Minersville S.P.	20,522	16,702	35,073	55,148	25,798	29,799	15.5%	
Piute S.P.	28,924	29,470	19,301	19,236	18,522	14,495	-21.7%	

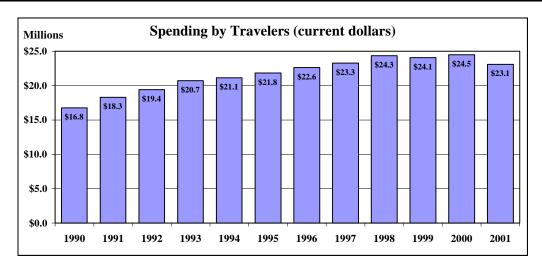
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	1,653,016	100.0%
Federal Government	1,289,398	78.0%
BLM	1,150,460	69.6%
US Forest Service	138,937	8.4%
National Recreation Areas		
National Parks		
National Wildlife Refuge		
USFS & BLM Wilderness Area		
Other*		
State Government	158,303	9.6%
Utah State Parks & Recreation	110	
Utah State Wildlife Reserves	11,980	0.7%
State Trust Lands	146,213	8.8%
American Indian		
Private**	205,316	12.4%

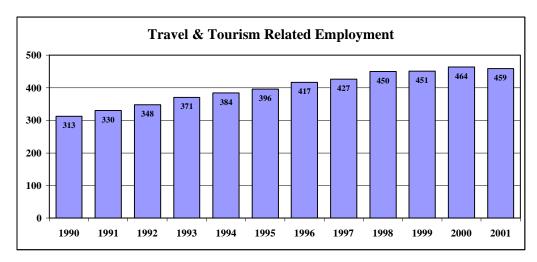


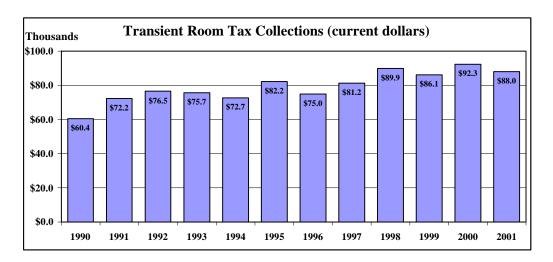
^{**}May include some local government land



Beaver County Tourism Profile







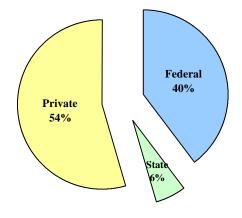


BOX ELDER COUNTY TOURISM PROFILE

County Indicator	1996	1007	1000	1999	2000	2001(-)	% Change 2000-2001	State Ranking
County Indicator DEMOGRAPHIC	1996	1997	1998	1999	2000	2001(p)	2000-2001	Ranking
	20.005	40.505	44.505	12 200	12.050	12.215	0.007	0
Population	39,907	40,735	41,507	42,399	42,860	43,245	0.9%	8
Total Non-Ag Employment	17,488	18,417	18,945	18,095	17,749	17,545	-1.1%	7
Non-Ag Avg Monthly Wage	\$2,430	\$2,482	\$2,583	\$2,561	\$2,733	\$2,756	0.8%	2
Per Capita Income	\$19,445	\$20,051	\$20,591	\$21,104	\$22,321	\$23,237	4.1%	5
Unemployment Rate	4.4%	3.7%	4.9%	4.6%	4.5%	5.6%	1.1%	19
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$32.9	\$35.2	\$37.2	\$38.8	\$37.9	\$35.4	-6.6%	16
Travel & Tourism Related Employment	607	646	688	727	718	705	-1.8%	16
Employment								
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	\$684.7	\$731.5	\$770 Q	¢000 0	¢700.0	¢727.0	-6.6%	16
Traveler Spending	\$084.7	\$/31.5	\$772.8	\$808.8	\$788.9	\$737.0	-0.0%	16
Gross Taxable Room Rents	\$2,383	\$2,453	\$2,743	\$2,692	\$2,768	\$2,672	-3.5%	20
Transient Room Tax	\$71.5	\$73.6	\$82.3	\$80.8	\$83.0	\$80.2	-3.4%	20
Restaurant Tax	\$232.3	\$252.4	\$262.4	\$272.9	\$288.5	\$294.2	2.0%	9
Car Rental Tax								
Gross Taxable Retail Sales (millions)	\$313.4	\$341.8	\$378.7	\$392.6	\$388.5	\$385.7	-0.7%	10
REGIONAL VISITATION COUNTS								
I-15 UT/ID Traffic Count	2,591,500	2,681,700	2,899,600	3,001,030	3,001,395	3,090,820	3.0%	
I-84 UT/ID Traffic Count	2,391,300	2,081,700	2,115,200	2,226,500		2,263,000	1.4%	
Brigham City Welcome Center	166,269	154,034	140,694	138,816		125,594	-0.7%	
Willard Bay S.P.	311,363	276,059	300,702	307,114		302,189	-11.3%	
Antelope Island S.P.	284,171	264,315	362,128	329,751	343,410	291,163	-11.3%	
Hyrum S.P.	63,507	48,910	54,383	67,238	74,207	75,000	-13.2% 1.1%	
Golden Spike N.H.S.	60,484	50,989	46,203	47,012	45,273	44,510	-1.7%	
	· · · · · · · · · · · · · · · · · · ·					· · · · · · · · · · · · · · · · · · ·		
Ft. Buenaventura S.P.	41,038	46,866	42,813	44,217	47,441	24,154	-49.1%	

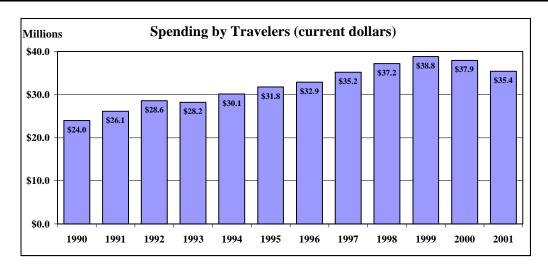
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	3,607,049	100.0%
Federal Government	1,428,597	39.6%
BLM	1,070,623	29.7%
US Forest Service	90,615	2.5%
National Recreation Areas		
National Parks	2,264	0.1%
National Wildlife Refuge	38,139	1.1%
USFS & BLM Wilderness Area	11,545	0.3%
Other*	215,411	6.0%
State Government	216,861	6.0%
Utah State Parks & Recreation		
Utah State Wildlife Reserves	24,858	0.7%
State Trust Lands	192,003	5.3%
American Indian		
Private**	1,961,498	54.4%

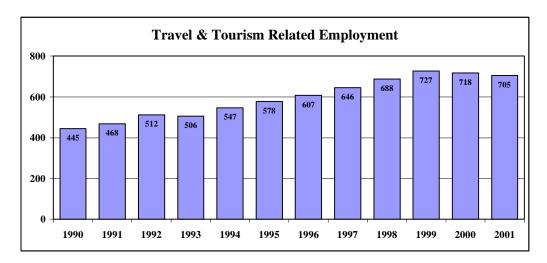
*Includes Military and Bankhead Jones land

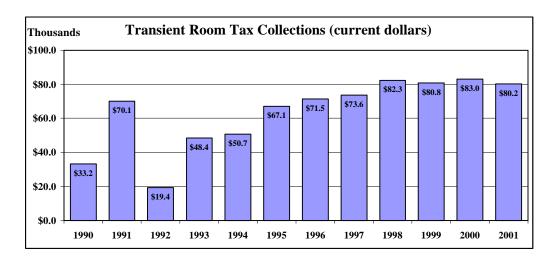


^{**}May include some local government land

Box Elder County Tourism Profile







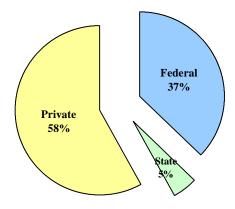


CACHE COUNTY TOURISM PROFILE

							% Change	State
County Indicator	1996	1997	1998	1999	2000	2001(p)	2000-2001	Ranking
DEMOGRAPHIC								
Population	83,834	85,974	88,326	89,874	91,897	93,372	1.6%	6
Total Non-Ag Employment	37,374	38,918	40,255	41,171	41,838	42,602	1.8%	5
Non-Ag Avg Monthly Wage	\$1,585	\$1,650	\$1,693	\$1,781	\$1,807	\$1,862	3.0%	17
Per Capita Income	\$16,140	\$17,205	\$17,612	\$18,350	\$18,714	\$18,915	1.1%	15
Unemployment Rate	3.0%	2.5%	3.1%	2.7%	2.5%	3.2%	0.7%	1
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$65.4	\$70.9	\$74.5	\$75.7	\$76.8	\$72.8	-5.2%	9
Travel & Tourism Related	1,206	1,302	1,379	1,419	1,454	1,449	-0.3%	9
Employment					·			
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	\$1,361.3	\$1,474.5	\$1,550.2	\$1,574.8	\$1,597.5	\$1,515.0	-5.2%	9
Traveler Spending Gross Taxable Room Rents	\$6,003	\$6,145	\$7,462	\$7,518	\$7,838	\$7,566	-3.5%	12
Transient Room Tax	\$180.1	\$184.4	\$223.9	\$225.5	\$235.2		-3.5% -3.5%	12
Restaurant Tax	\$180.1 \$456.8	\$164.4 \$464.5	\$223.9 \$516.7	\$223.3 \$581.4	\$233.2 \$575.4	\$227.0 \$601.7	-3.3% 4.6%	7
Car Rental Tax	\$450.6	\$404.5	\$310.7	\$361.4	\$373.4	\$001.7	4.070	,
Gross Taxable Retail Sales (millions)	\$700.8	\$739.0	\$815.7	\$877.5	\$881.7	\$936.7	6.2%	6
Gross Taxable Retain Bales (minions)	Ψ700.0	Ψ137.0	ψ013.7	ψ077.5	φοσ1.7	Ψ230.7	0.270	O
REGIONAL VISITATION COUNTS								
SR-91 UT/ID Traffic Count	2,022,100	2,106,050	2,244,750	2,272,855	2,261,175	2,273,950	0.6%	
SR-89 UT/ID Traffic Count	657,000	669,775	753,725	784,750	870,525	870,525	0.0%	
Bear Lake (3 Locations)	236,271	194,201	277,616	277,541	289,349	311,374	7.6%	
Willard Bay S.P.	311,363	276,059	300,702	307,114	340,580	302,189	-11.3%	
Hyrum S.P.	63,507	48,910	54,383	67,238	74,207	75,000	1.1%	

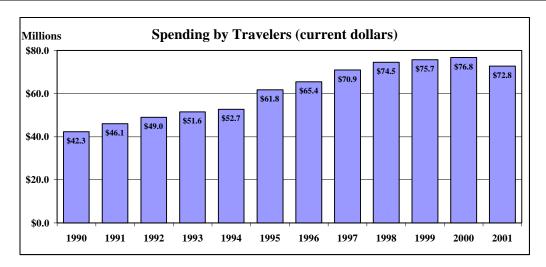
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	747,735	100.0%
Federal Government	278,308	37.2%
BLM	52	0.0%
US Forest Service	223,674	29.9%
National Recreation Areas		
National Parks		
National Wildlife Refuge		
USFS & BLM Wilderness Area	54,582	7.3%
Other*	215,411	28.8%
State Government	35,077	4.7%
Utah State Parks & Recreation	315	0.0%
Utah State Wildlife Reserves	16,885	2.3%
State Trust Lands	17,876	2.4%
American Indian		
Private**	434,350	58.1%

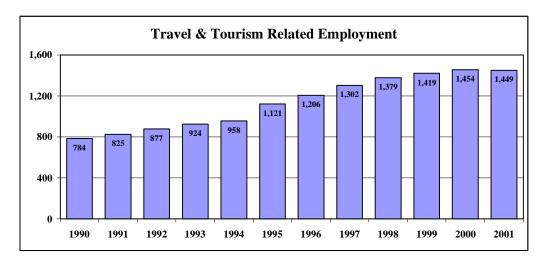
*Includes Military and Bankhead Jones land

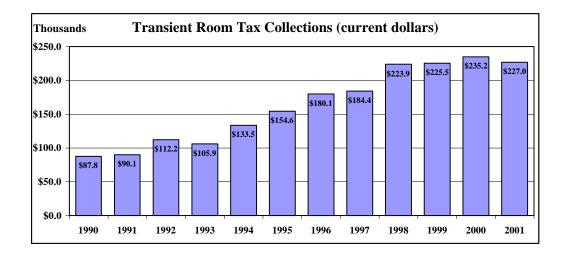


^{**}May include some local government land

Cache County Tourism Profile







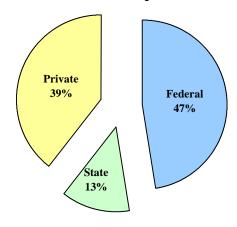


CARBON COUNTY TOURISM PROFILE

	1007	400=	1000	1000	2000	2001()	% Change	State
County Indicator	1996	1997	1998	1999	2000	2001(p)	2000-2001	Ranking
DEMOGRAPHIC								
Population	20,286	20,654	20,695	20,500	20,396	19,858	-2.6%	13
Total Non-Ag Employment	8,665	9,082	9,183	9,209	8,903	8,674	-2.6%	12
Non-Ag Avg Monthly Wage	\$1,905	\$1,997	\$2,058	\$2,100	\$2,189	\$2,257	3.1%	9
Per Capita Income	\$18,157	\$19,446	\$20,158	\$20,903	\$21,763	\$22,877	5.1%	7
Unemployment Rate	6.2%	4.9%	6.2%	7.0%	5.8%	6.3%	0.5%	23
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$38.4	\$38.9	\$40.6	\$38.8	\$33.5	\$32.6	-2.7%	18
Travel & Tourism Related Employment	708	714	751	727	635	649	2.2%	18
Employment								
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	\$798	\$809	\$844	\$807	\$698	\$679	-2.7%	18
Traveler Spending	\$790	\$609	\$0 44	\$607	\$096	\$079	-2.770	16
Gross Taxable Room Rents	\$2,781	\$3,490	\$3,671	\$4,478	\$4,475	\$4,631	3.5%	16
Transient Room Tax	\$83.4	\$104.7	\$110.1	\$134.3	\$134.2	\$138.9	3.5%	16
Restaurant Tax		\$65.2	\$148.7	\$160.4	\$155.0	\$163.4	5.4%	14
Car Rental Tax								
Gross Taxable Retail Sales (millions)	\$270.2	\$302.8	\$350.3	\$344.8	\$346.7	\$361.6	4.3%	12
REGIONAL VISITATION COUNTS								
I-70 UT/CO Traffic Count	1,888,875	1,951,290	2,127,220	2,350,965	2,314,830	2,493,680	7.7%	
Arches N.P.	856,016	858,525	837,161	869,980	786,429	754,026	-4.1%	
Canyonlands N.P.	447,527	432,697	436,524	446,160	401,558	368,592	-8.2%	
Green River S.P.	110,921	138,107	116,471	143,600	138,531	101,599	-26.7%	
Scofield S.P.	104,165	103,603	96,755	102,311	89,971	76,648	-14.8%	
Goblin Valley S.P.	67,880	70,829	70,860	82,978	71,110	75,702	6.5%	
Huntington S.P.	60,852	63,193	66,099	66,687	64,852	59,927	-7.6%	
Millsite S.P.	40,465	47,557	48,297	44,327	43,878	40,829	-6.9%	

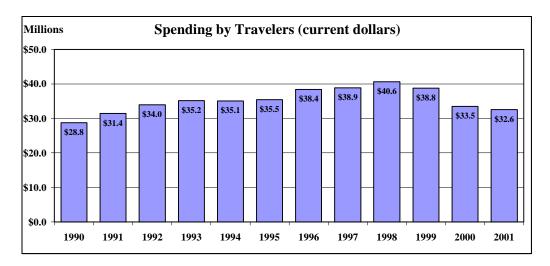
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	947,632	100.0%
Federal Government	450,162	47.5%
BLM	419,835	44.3%
US Forest Service	30,327	3.2%
National Recreation Areas		
National Parks		
National Wildlife Refuge		
USFS & BLM Wilderness Area		
Other*		
State Government	123,887	13.1%
Utah State Parks & Recreation		
Utah State Wildlife Reserves	13,857	1.5%
State Trust Lands	110,029	11.6%
American Indian	73	0.0%
Private**	373,511	39.4%

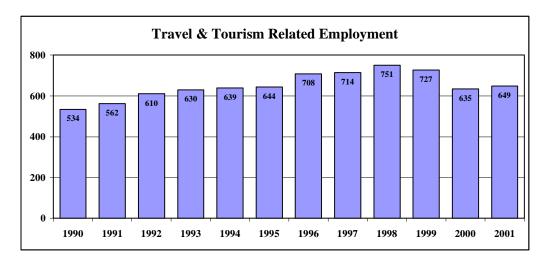
*Includes Military and Bankhead Jones land

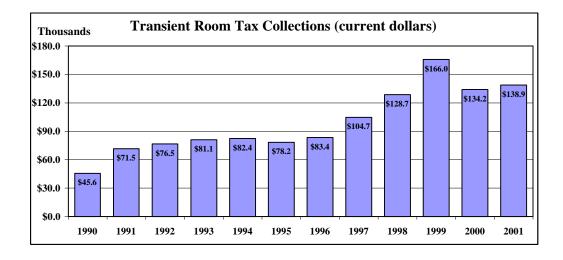


^{**}May include some local government land

Carbon County Tourism Profile







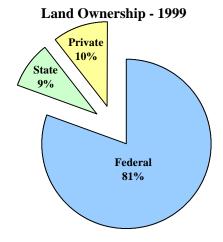


DAGGETT COUNTY TOURISM PROFILE

						% Change	State
1996	1997	1998	1999	2000	2001(p)	2000-2001	Ranking
787	786	783	884	933	944	1.2%	29
392	390	408	437	468	427	-8.8%	28
\$1,844	\$1,911	\$1,836	\$2,019	\$1,922	\$1,954	1.7%	14
\$16,107	\$16,755	\$15,201	\$14,995	\$14,139	\$14,089	-0.4%	28
4.2%	4.0%	4.0%	3.8%	3.2%	4.6%	1.4%	10
\$10.3	\$10.0	\$10.5	\$11.0	\$11.7	\$10.5	-10.3%	26
190	184	194	206	222	208	-6.3%	26
190	104	194	200	222	208	-0.5 /0	20
\$214	\$208	\$218	\$229	\$244	\$218	-10.6%	26
\$1,374	\$1,325	\$1,817	\$1,770	\$1,784	\$1,886	5.7%	23
\$41.2	\$39.7	\$54.5	\$53.1	\$53.5	\$56.6	5.8%	23
\$13.6	\$6.0	\$13.2	\$14.0	\$15.7	The state of the s	-0.6%	25
\$9.4	\$8.9	\$10.2	\$11.1	\$13.7	\$14.6	6.6%	28
201 975	522 525	524 725	550 545	554 900	506.045	7.40/	
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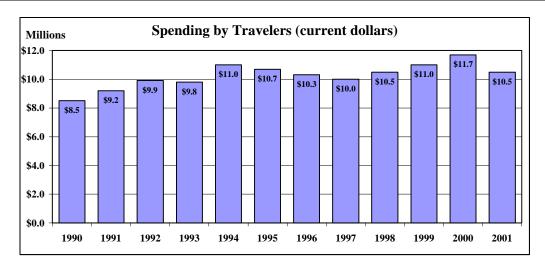
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	447,894	100.0%
Federal Government	360,900	80.6%
BLM	115,743	25.8%
US Forest Service	167,480	37.4%
National Recreation Areas	77,677	
National Parks		
National Wildlife Refuge		
USFS & BLM Wilderness Area		
Other*		
State Government	39,495	8.8%
Utah State Parks & Recreation		
Utah State Wildlife Reserves	8,719	1.9%
State Trust Lands	30,776	6.9%
American Indian		
Private**	47,499	10.6%

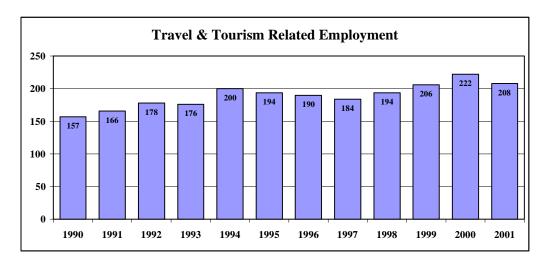
*Includes Military and Bankhead Jones land



^{**}May include some local government land

Daggett County Tourism Profile





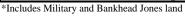




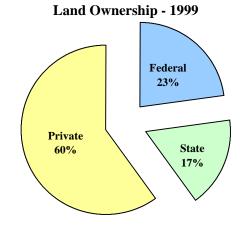
DAVIS COUNTY TOURISM PROFILE

	1006	100-	1000	1000	2000	2001()	% Change	State
County Indicator	1996	1997	1998	1999	2000	2001(p)	2000-2001	Ranking
DEMOGRAPHIC								
Population	219,685	224,356	229,450	235,364	240,204	244,845		3
Total Non-Ag Employment	73,308	78,200	80,192	82,248	82,234	87,739		3
Non-Ag Avg Monthly Wage	\$1,979	\$2,002	\$2,087	\$2,155	\$2,290	\$2,392		5
Per Capita Income	\$19,320	\$20,754	\$21,896	\$22,812	\$24,100	\$24,973		3
Unemployment Rate	3.2%	3.0%	3.5%	3.5%	3.0%	3.8%	0.8%	4
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$236.9	\$259.2	\$266.0	\$272.7	\$282.1	\$277.6	-1.6%	4
Travel & Tourism Related	4,366	4,759	4,922	5,111	5,340	5,521	3.4%	4
Employment								
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	\$4,927	\$5,390	\$5,532	\$5,672	\$5,867	\$5,773	-1.6%	4
Traveler Spending	\$4,927	\$3,390	\$5,552	\$3,072	\$3,607	\$3,773	-1.0%	4
Gross Taxable Room Rents	\$10,680	\$12,260	\$13,429	\$13,330	\$15,291	\$14,559	-4.8%	7
Transient Room Tax	\$320.4	\$367.8	\$402.9	\$399.9	\$458.7	\$436.8	-4.8%	7
Restaurant Tax	\$1,346.9	\$1,464.7	\$1,543.8	\$1,623.3	\$1,716.2	\$1,787.3	4.1%	3
Car Rental Tax		\$84	\$22.8	\$89.0	\$84.8	\$29.3	-65.4%	3
Gross Taxable Retail Sales (millions)	\$1,948.1	\$2,082.4	\$2,333.0	\$2,501.5	\$2,561.9	\$2,689.7	5.0%	3
REGIONAL VISITATION COUNTS								
S.L. Airport Passengers	21,088,482	21,068,314	20,297,371	19,944,556	19,900,770	18,914,891	-5.0%	
Lagoon Amusement Park	1,100,000	1,100,000	1,150,000	1,210,000	1,200,000	1,100,000		
Willard Bay S.P.	311,363	276,059	300,702	307,114	340,580	302,189		
This Is The Place S.P.	311,363	550,763	300,702	290,036	294,178	293,661		
Antelope Island S.P.			,	,	<i>'</i>	<i>'</i>		
Great Salt Lake S.P.	284,171	264,315	362,128	329,751	343,410	291,163		
	628,118	460,989	56,585	136,496	142,433	144,272		
East Canyon S.P.	110,106	92,121	83,322	87,769	99,617	105,737		
Golden Spike N.H.S.	60,484	50,989	46,203	47,012	45,273	44,510	-1.7%	
Ft. Buenaventura S.P.	41,038	46,866	42,813	44,217	47,441	24,154	-49.1%	

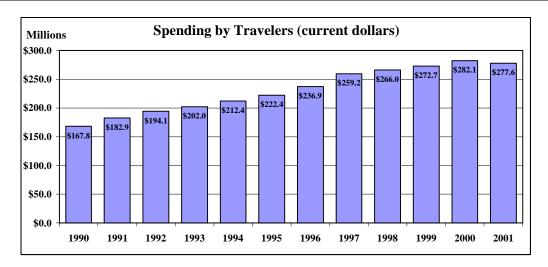
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	193,186	100.0%
Federal Government	44,166	22.9%
BLM	372	0.2%
US Forest Service	37,196	19.3%
National Recreation Areas		
National Parks		
National Wildlife Refuge		
USFS & BLM Wilderness Area		
Other*	6,598	3.4%
State Government	33,315	17.2%
Utah State Parks & Recreation	27,498	14.2%
Utah State Wildlife Reserves	5,786	3.0%
State Trust Lands	31	0.0%
American Indian		
Private**	115,705	59.9%

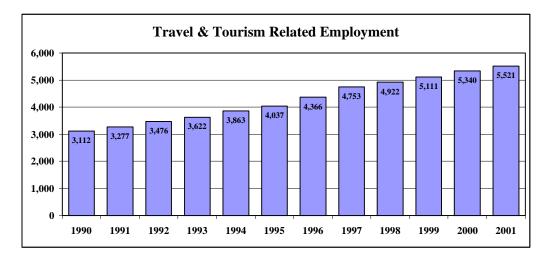


^{**}May include some local government land



Davis County Tourism Profile







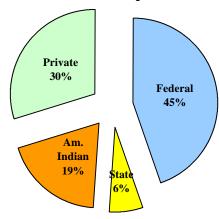


DUCHESNE COUNTY TOURISM PROFILE

County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC	1990	1997	1990	1999	2000	2001(p)	2000-2001	Kanking
Population	13,973	14,332	14,177	14,293	14.397	14.646	1.7%	16
Total Non-Ag Employment	4,446	4,662	4,790	4,603	4,766	,	7.9%	15
Non-Ag Avg Monthly Wage	\$1,669	\$1,775	\$1,855	\$1,842	\$1,981	\$2,158	7.9% 8.9%	12
Per Capita Income	\$1,009	\$1,773	\$16,559	\$1,642	\$1,781	\$2,138 \$18,578		18
Unemployment Rate	8.6%	6.4%	7.5%	9.4%	6.0%	6.2%	0.2%	22
Onemployment Rate	8.0%	0.4%	7.5%	9.4%	6.0%	0.2%	0.2%	22
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$24.0	\$25.2	\$25.9	\$25.8	\$26.3	\$25.3	-3.8%	19
Travel & Tourism Related	443	462	479	483	497	503	1.2%	19
Employment								
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from								
Traveler Spending	\$500	\$523	\$539	\$536	\$546	\$526	-3.7%	19
Gross Taxable Room Rents	\$562	\$739	\$963	\$778	\$844	\$922	9.3%	26
Transient Room Tax	\$16.9	\$22.2	\$28.9	\$23.3	\$25.3	\$27.7	9.5%	26
Restaurant Tax	\$44.1	\$50.4	\$55.6	\$55.2	\$60.1	\$67.3	12.0%	21
Car Rental Tax					\$0.2	\$0.0	NA	NA
Gross Taxable Retail Sales (millions)	\$103.5	\$138.8	\$149.0	\$114.0	\$152.7	\$163.8	7.3%	16
REGIONAL VISITATION COUNTS								
SR-40 UT/CO Traffic Count	201,875	532,535	534,725	559,545	554,800	596,045	7.4%	
SR-191 UT/WY Traffic Count	122,275	122,275	127,750	133,225	149,650	NA	NA	
Flaming Gorge N.R.A.	1,018,000	974,400	1,018,000	1,043,500	1,044,000	940,000	-10.0%	
Dinosaur N.M.	464,133	446,624	420,295	410,742	397,069	326,431	-17.8%	
Starvation S.P.	119,553	98,689	101,652	100,049	95,302	100,337	5.3%	
Utah Field House S.P.	106,078	90,043	98,520	77,293	73,625	64,906	-11.8%	
Steinaker S.P.	68,140	66,714	51,104	59,687	38,541	44,325	15.0%	
Red Fleet S.P.	51,679	52,905	35,965	29,340	42,456	35,998	-15.2%	

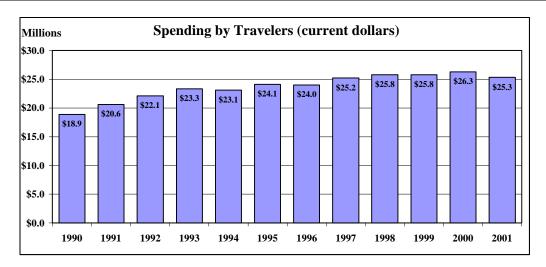
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	2,068,318	100.0%
Federal Government	924,115	44.7%
BLM	206,552	10.0%
US Forest Service	453,680	21.9%
National Recreation Areas		
National Parks		
National Wildlife Refuge		
USFS & BLM Wilderness Area	263,882	12.8%
Other*		
State Government	134,287	6.5%
Utah State Parks & Recreation	3,723	0.2%
Utah State Wildlife Reserves	76,206	3.7%
State Trust Lands	54,357	2.6%
American Indian	395,848	19.1%
Private**	614,070	29.7%

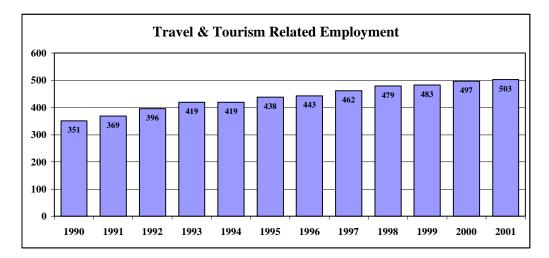
*Includes Military and Bankhead Jones land



^{**}May include some local government land

Duchesne County Tourism Profile







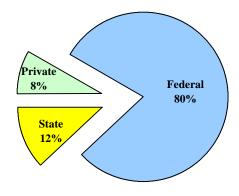


EMERY COUNTY TOURISM PROFILE

County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC			2,7,0			_001(p)		
Population	11,056	11.089	11,059	11.095	10.782	10,473	-2.9%	19
Total Non-Ag Employment	3,732	3.784	3,793	3,663	3,608	3,520	-2.4%	19
Non-Ag Avg Monthly Wage	\$2,468	\$2,609	\$2,643	\$2,728	\$2,844	\$2,991	5.2%	1
Per Capita Income	\$14,895	\$16,037	\$16,280	\$16,737	\$17,472	\$18,438	5.5%	19
Unemployment Rate	7.7%	6.4%	8.0%	7.3%	6.5%	9.6%	3.1%	29
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$15.3	\$15.5	\$15.1	\$13.8	\$13.4	\$13.6	1.5%	24
Travel & Tourism Related	281	284	280	258	253	270	6.7%	24
Employment	201	204	200	236	233	270	0.770	24
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from Traveler Spending	\$317	\$322	\$315	\$286	\$278	\$282	1.4%	24
Gross Taxable Room Rents	\$687	-\$493	\$1,405	\$930	\$736	\$639	-13.2%	27
Transient Room Tax	\$20.6	-\$14.8	\$42.1	\$27.9	\$22.1	\$19.2	-13.1%	27
Restaurant Tax								
Car Rental Tax								
Gross Taxable Retail Sales (millions)	\$63.9	\$85.3	\$108.3	\$86.2	\$78.5	\$102.7	30.8%	19
REGIONAL VISITATION COUNTS								
I-70 UT/CO Traffic Count	1,888,875	1,951,290	2,127,220	2,350,965	2,314,830	2,493,680	7.7%	
Arches N.P.	856,016	858,525	837,161	869,980	786,429	754,026	-4.1%	
Capitol Reef N.P.	648,012	625,680	656,026	680,153	612,656	527,760	-13.9%	
Canyonlands N.P.	447,527	432,697	436,524	446,160	401,558	368,592	-8.2%	
Green River S.P.	110,921	138,107	116,471	143,600	138,531	101,599	-26.7%	
Scofield S.P.	104,165	103,603	96,755	102,311	89,971	76,648	-14.8%	
Goblin Valley S.P.	67,880	70,829	70,860	82,978	71,110	75,702	6.5%	
Huntington S.P.	60,852	63,193	66,099	66,687	64,852	59,927	-7.6%	
Millsite S.P.	40,465	47,557	48,287	44,327	43,878	40,829	-6.9%	

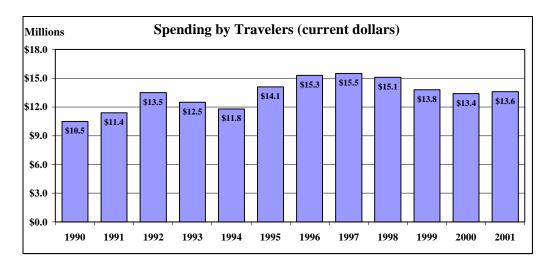
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	2,850,356	100.0%
Federal Government	2,274,808	79.8%
BLM	2,062,075	72.3%
US Forest Service	210,652	7.4%
National Recreation Areas		
National Parks	2,085	0.1%
National Wildlife Refuge		
USFS & BLM Wilderness Area		
Other*		
State Government	335,085	11.8%
Utah State Parks & Recreation	394	0.0%
Utah State Wildlife Reserves	2,837	0.1%
State Trust Lands	331,854	11.6%
American Indian	37	0.0%
Private**	240,425	8.4%

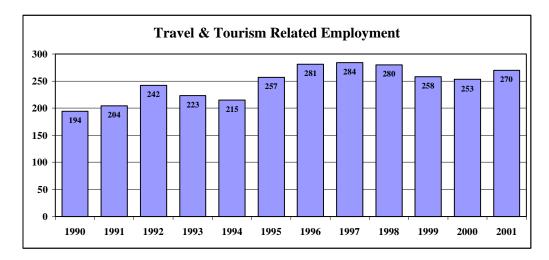
*Includes Military and Bankhead Jones land

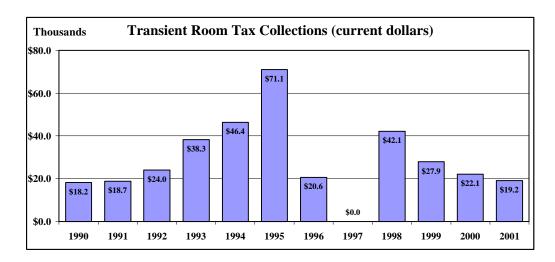


^{**}May include some local government land

Emery County Tourism Profile







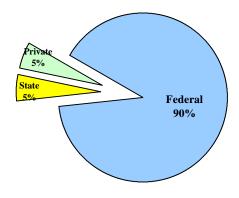


GARFIELD COUNTY TOURISM PROFILE

County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC	1,550	1,771	1770	1,,,,	_000	2 00 2 (p)		
Population	4,451	4,603	4,570	4,650	4,763	4,630	-2.8%	25
Total Non-Ag Employment	1,950	2,061	2,050	2,204	2,178	2,143	-1.6%	23
Non-Ag Avg Monthly Wage	\$1,385	\$1,420	\$1,490	\$1,483	\$1,548	\$1,584	2.3%	25
Per Capita Income	\$16,075	\$16,250	\$16,334	\$17,081	\$17,426		6.7%	17
Unemployment Rate	10.1%	8.2%	8.7%	8.3%	7.8%	9.2%	1.4%	28
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$48.7	\$53.7	\$52.6	\$59.4	\$54.8	\$50.8	-7.3%	10
Travel & Tourism Related	007	006	07.4	1 114	1.020	1.011	2.60/	10
Employment	897	986	974	1,114	1,038	1,011	-2.6%	10
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	\$1,013	\$1,117	¢1.005	¢1 226	\$1.141	¢1.057	-7.3%	10
Traveler Spending	\$1,013	\$1,117	\$1,095	\$1,236	\$1,141	\$1,057	-7.3%	10
Gross Taxable Room Rents	\$15,601	\$15,971	\$16,155	\$16,577	\$16,319	\$14,497	-11.2%	8
Transient Room Tax	\$468.0	\$479.1	\$484.7	\$497.3	\$489.6	\$434.9	-11.2%	8
Restaurant Tax	\$99.1	\$96.6	\$101.7	\$122.5	\$119.3	\$102.2	-14.3%	16
Car Rental Tax								
Gross Taxable Retail Sales (millions)	\$59.5	\$64.2	\$68.0	\$71.5	\$73.1	\$66.5	-9.0%	23
REGIONAL VISITATION COUNTS								
I-15 UT/AZ Traffic Count	5,506,025	5,796,200	6,139,300	6,359,030	6,396,625	6,674,025	4.3%	
SR-11 UT/AZ Traffic Count	1,383,350	1,423,500	1,454,525	1,512,925	1,509,275	1,480,075	-1.9%	
SR-89 UT/AZ Traffic Count	669,775	635,830	651,525	693,500	943,525	923,450	-2.1%	
Glen Canyon N.R.A.	2,504,986	2,430,781	2,442,990	2,639,860	2,568,111	2,340,031	-8.9%	
Zion N.P.	2,498,001	2,445,534	2,370,048	2,449,664	2,432,348	2,227,490	-8.4%	
Bryce Canyon N.P.	1,269,600	1,174,824	1,166,331	1,081,521	1,099,275	1,068,619	-2.8%	
Cedar Breaks N.M.	653,760	608,399	578,974	597,460	550,657	690,652	25.4%	
Grand Staircase-Escalante N.M.	519,944	788,611	849,628	1,141,131	572,176	683,286	19.4%	
Capitol Reef N.P.	678,012	625,680	656,026	680,153	612,656	527,760	-13.9%	
Kodachrome Basin S.P.	58,616	63,958	63,380	67,440	65,007	55,940	-13.9%	
Escalante S.P.	73,843	76,514	62,264	68,347	46,234	52,117	12.7%	
Anasazi S.P.	99,015	49,307	44,584	42,276	38,560	32,975	-14.5%	

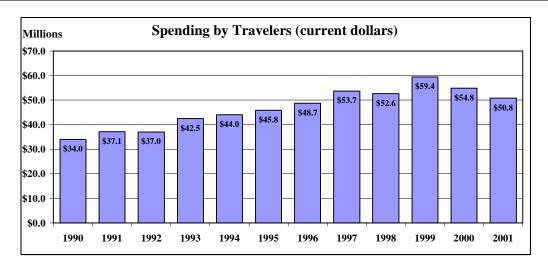
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	3,312,409	100.0%
Federal Government	2,982,329	90.0%
BLM	1,489,829	45.0%
US Forest Service	1,011,544	30.5%
National Recreation Areas	305,563	9.2%
National Parks	142,199	4.3%
National Wildlife Refuge		
USFS & BLM Wilderness Area	25,100	0.8%
Other*	8,094	0.2%
State Government	161,747	4.9%
Utah State Parks & Recreation	1,520	0.0%
Utah State Wildlife Reserves	684	0.0%
State Trust Lands	159,544	4.8%
American Indian		
Private**	168,334	5.1%

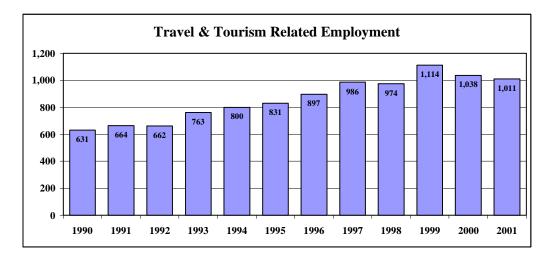
*Includes Military and Bankhead Jones land

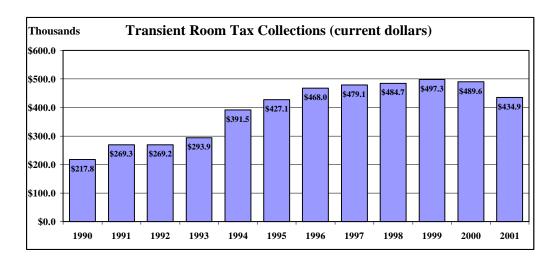


^{**}May include some local government land

Garfield County Tourism Profile







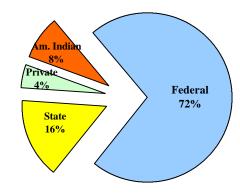


GRAND COUNTY TOURISM PROFILE

	4005	400-	1000	1000	****	******	% Change	State
County Indicator	1996	1997	1998	1999	2000	2001(p)	2000-2001	Ranking
DEMOGRAPHIC								
Population	8,146	8,170	8,197	8,329	,	8,423		21
Total Non-Ag Employment	3,803	3,981	4,055	4,323	4,166	, -	1.4%	17
Non-Ag Avg Monthly Wage	\$1,348	\$1,369	\$1,497	\$1,580		\$1,608		22
Per Capita Income	\$16,799	\$18,117	\$19,197	\$20,241	\$19,868	\$20,527		11
Unemployment Rate	7.1%	6.2%	7.4%	6.7%	6.5%	6.7%	0.2%	24
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$95.4	\$100.9	\$98.7	\$101.3	\$99.2	\$96.5	-2.7%	7
Travel & Tourism Related Employment	1,758	1,853	1,827	1,898	1,878	1,920	2.2%	7
Employment								
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	\$1,984	\$2,098	\$2,054	\$2,107	\$2,063	\$2,008	-2.7%	7
Traveler Spending	ψ1,704	Ψ2,070	Ψ2,054	\$2,107	\$2,003	\$2,000	-2.770	,
Gross Taxable Room Rents	\$22,557	\$25,159	\$24,677	\$27,616	\$26,674	\$26,204	-1.8%	5
Transient Room Tax	\$676.7	\$754.8	\$740.3	\$828.5	\$800.2	\$786.1	-1.8%	5
Restaurant Tax		\$29.3	\$190.6	\$217.8	\$205.8	\$213.5	3.7%	10
Car Rental Tax		\$2.9	\$17.5	\$27.1	\$25.1	\$13.8	-45.0%	4
Gross Taxable Retail Sales (millions)	\$125.6	\$136.7	\$143.3	\$167.7	\$162.9	\$165.5	1.6%	15
REGIONAL VISITATION COUNTS								
I-70 UT/CO Traffic Count	1,888,875	1,951,290	2,127,220	2,350,965	2,314,830	2,493,680	7.7%	
Thompson Springs Welcome Center	108,212	105,189	104,835	102,847	97,896	89,389	-8.7%	
Glen Canyon N.R.A.	2,504,986	2,430,781	2,442,990	2,639,860	2,568,111	2,340,031	-8.9%	
Arches N.P.	856,016	858,525	837,161	869,980	786,429	754,026	-4.1%	
Canyonlands N.P.	447,527	432,697	436,524	446,160	401,558	368,592	-8.2%	
Dead Horse Point S.P.	202,452	185,122	170,010	207,367	173,680	156,627	-9.8%	
Green River S.P.	110,921	138,107	116,471	143,600	138,531	101,599	-26.7%	

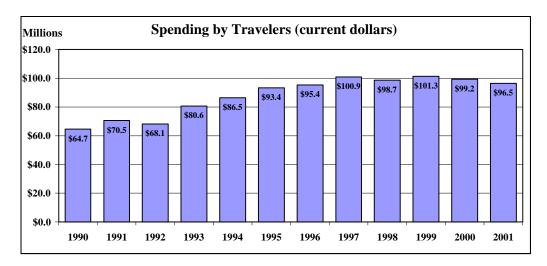
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	2,363,594	100.0%
Federal Government	1,694,128	71.7%
BLM	1,559,814	66.0%
US Forest Service	27,321	1.2%
National Recreation Areas		
National Parks	75,362	3.2%
National Wildlife Refuge		
USFS & BLM Wilderness Area		
Other*	1,631	0.1%
State Government	365,255	15.5%
Utah State Parks & Recreation	3,226	0.1%
Utah State Wildlife Reserves	7,529	0.3%
State Trust Lands	354,501	15.0%
American Indian	198,090	8.4%
Private**	100,763	4.3%

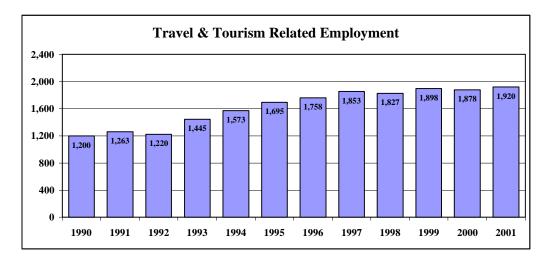
^{*}Includes Military and Bankhead Jones land



^{**}May include some local government land

Grand County Tourism Profile









IRON COUNTY TOURISM PROFILE

							% Change	State
County Indicator	1996	1997	1998	1999	2000	2001(p)	2000-2001	Ranking
DEMOGRAPHIC								
Population	28,858	30,254	31,687	32,879	34,079	34,920	2.5%	9
Total Non-Ag Employment	11,772	12,689	13,314	13,617	14,045	13,984	-0.4%	9
Non-Ag Avg Monthly Wage	\$1,458	\$1,510	\$1,562	\$1,611	\$1,630	\$1,689	3.6%	23
Per Capita Income	\$14,970	\$15,647	\$15,836	\$15,758	\$16,104	\$16,060	-0.3%	24
Unemployment Rate	3.8%	3.3%	4.0%	3.7%	3.1%	4.6%	1.5%	10
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$78.8	\$83.0	\$86.6	\$80.2	\$78.4	\$75.5	-3.7%	8
Travel & Tourism Related	1,453	1,524	1,603	1,504	1,484	1,501	1.1%	8
Employment	1,433	1,324	1,005	1,504	1,101	1,501	1.170	
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	\$1,640	\$1,726	\$1,802	\$1,669	\$1,631	\$1,570	-3.7%	8
Traveler Spending	\$1,040	\$1,720	\$1,602	\$1,009	\$1,031	\$1,570	-5.770	8
Gross Taxable Room Rents	\$11,765	\$12,220	\$12,214	\$12,776	\$14,058	\$13,017	-7.4%	9
Transient Room Tax	\$353.0	\$366.6	\$366.4	\$383.3	\$421.7	\$390.5	-7.4%	9
Restaurant Tax	\$242.2	\$242.5	\$275.7	\$281.4	\$303.7	\$309.9	2.0%	8
Car Rental Tax								
Gross Taxable Retail Sales (millions)	\$328.6	\$334.5	\$358.6	\$404.0	\$417.2	\$420.9	0.9%	9
REGIONAL VISITATION COUNTS								
I-15 UT/AZ Traffic Count	5,506,025	5,796,200	6,139,300	6,359,030	6,396,625	6,674,025	4.3%	
Zion N.P.	2,498,001	2,445,534	2,370,048	2,449,664	2,432,348	2,227,490	-8.4%	
Bryce Canyon N.P.	1,269,600	1,174,824	1,166,331	1,081,521	1,099,275	1,068,619	-2.8%	
Quail Creek S.P.	380,162	357,077	730,901	826,215	849,034	793,326	-6.6%	
Cedar Breaks N.M.	653,760	608,399	578,974	597,460	550,657	690,652	25.4%	
Grand Staircase-Escalante N.M.	519,944	788,611	849,628	1,141,131	572,176	683,286	19.4%	
Snow Canyon S.P.	649,571	646,204	674,498	612,093	502,107	435,210	-13.3%	
Utah Shakespearean Festival	131,015	132,044	154,000	150,000	142,800	151,400	6.0%	
Minersville S.P.	20,522	16,702	35,689	55,148	25,798	29,799	15.5%	
Iron Mission S.P.	63,881	63,110	30,529	29,485	65,450	19,539	-70.1%	

Land Ownership - 1999	No. of Acres	% Total		
Total Acres in County	2,112,606	100.0%		
Federal Government	1,210,180	57.3%		
BLM	957,731	45.3%		
US Forest Service	236,507	11.2%		
National Recreation Areas				
National Parks	8,859	0.4%		
National Wildlife Refuge				
USFS & BLM Wilderness Area	7,083	0.3%		
Other*	8,094	0.4%		
State Government	142,362	6.7%		
Utah State Parks & Recreation				
Utah State Wildlife Reserves	5,804	0.3%		
State Trust Lands	136,558	6.5%		
American Indian	2,507	0.1%		
Private**	757,556	35.9%		

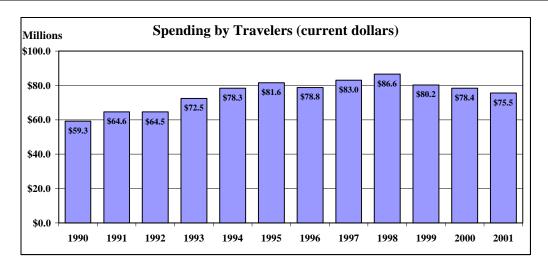
^{*}Includes Military and Bankhead Jones land

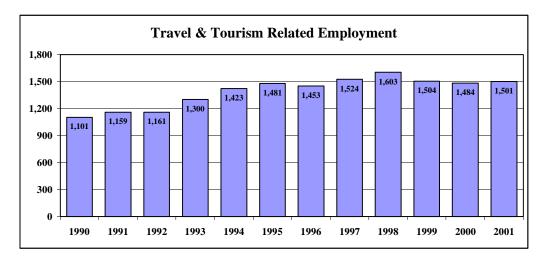


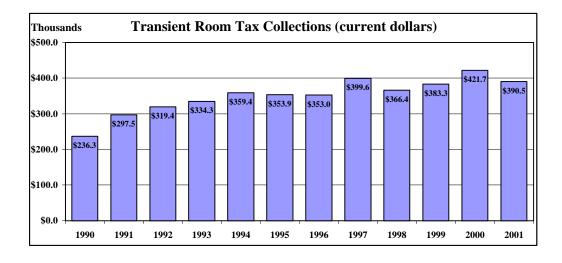
Private

^{**}May include some local government land

Iron County Tourism Profile







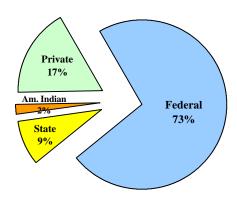


JUAB COUNTY TOURISM PROFILE

County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC								
Population	7,496	7,735	7,898	8,021	8,310	8,570	3.1%	20
Total Non-Ag Employment	2,306	2,351	2,467	2,480	2,508	2,670	6.5%	22
Non-Ag Avg Monthly Wage	\$1,443	\$1,549	\$1,609	\$1,655	\$1,780	\$1,823	2.4%	19
Per Capita Income	\$14,375	\$14,751	\$15,122	\$15,053	\$15,206	\$15,158	-0.3%	26
Unemployment Rate	4.1%	3.8%	4.5%	5.0%	3.7%	5.0%	1.3%	15
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$18.3	\$18.2	\$18.6	\$19.1	\$17.9	\$18.2	1.7%	23
Travel & Tourism Related	338	334	345	250	338	363	7.4%	23
Employment	338	334	343	358	338	303	7.4%	23
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from								
Traveler Spending	\$381	\$378	\$387	\$397	\$371	\$380	2.4%	23
Gross Taxable Room Rents	\$1,646	\$1,693	\$1,770	\$1,908	\$1,978	\$1,913	-3.3%	22
Transient Room Tax	\$49.4	\$50.8	\$53.1	\$57.2	\$59.3	\$57.4	-3.2%	22
Restaurant Tax	\$65.9	\$60.8	\$67.9	\$81.2	\$67.5	\$74.3	10.1%	20
Car Rental Tax								
Gross Taxable Retail Sales (millions)	\$52.1	\$58.3	\$61.0	\$67.8	\$73.8	\$69.5	-5.8%	22
REGIONAL VISITATION COUNTS								
Palisade S.P.	91,472	102,806	271,548	127,547	142,253		17.77	
Yuba S.P.	39,815	70,319	68,316	77,612	144,911	· · · · · ·		
Fremont Indian S.P.	119,108	99,677	105,205	95,670	94,054	· · · · · ·		
Territorrial Statehouse S.P.	42,570	39,766	32,016	42,329	54,444	37,237	-31.6%	

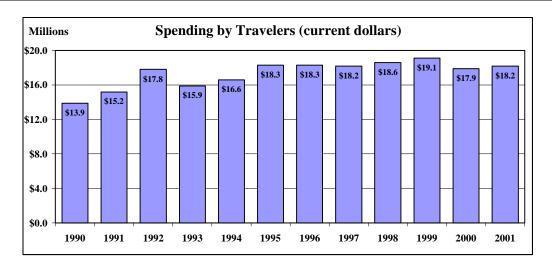
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	2,171,389	100.0%
Federal Government	1,575,422	72.6%
BLM	1,424,627	65.6%
US Forest Service	100,292	4.6%
National Recreation Areas		
National Parks		
National Wildlife Refuge	14,916	0.7%
USFS & BLM Wilderness Area	18,886	0.9%
Other*	16,700	0.8%
State Government	183,673	8.5%
Utah State Parks & Recreation		
Utah State Wildlife Reserves	14,183	0.7%
State Trust Lands	169,490	7.8%
American Indian	45,188	2.1%
Private**	367,106	16.9%

^{*}Includes Military and Bankhead Jones land

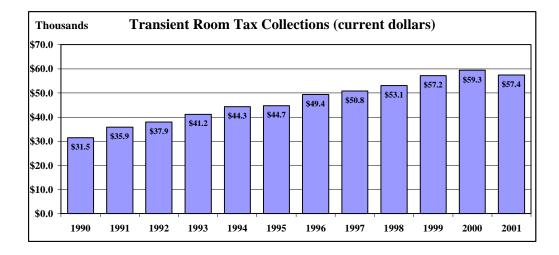


^{**}May include some local government land

Juab County Tourism Profile







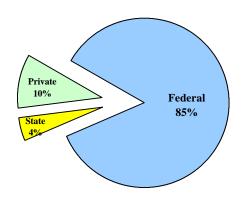


KANE COUNTY TOURISM PROFILE

County Indicator	1996	1997	1998	1999	2000	2001()	% Change 2000-2001	State Ranking
County Indicator DEMOGRAPHIC	1990	1997	1998	1999	2000	2001(p)	2000-2001	Kalikilig
	- aaa	5 000		5.070		. 025	0.007	24
Population	5,908	5,982	6,012	6,073	6,037	6,037	0.0%	24
Total Non-Ag Employment	2,271	2,543	2,702	2,697	2,806	2,908	3.6%	21
Non-Ag Avg Monthly Wage	\$1,276	\$1,286	\$1,354	\$1,384	\$1,545	\$1,646	6.5%	21
Per Capita Income	\$17,826	\$19,743	\$21,130	\$21,882	\$23,578	\$24,615	4.4%	4
Unemployment Rate	7.5%	5.0%	4.1%	4.0%	3.1%	3.5%	0.4%	2
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$51.7	\$54.5	\$55.7	\$49.6	\$48.0	\$44.9	-6.5%	12
Travel & Tourism Related	953	1,000	1,031	929	909	894	-1.7%	12
Employment)33	1,000	1,031	,2,	,0,	0,1	1.770	12
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	¢1.075	¢1 122	¢1.150	¢1.021	фооо	¢025	C 10/	10
Traveler Spending	\$1,075	\$1,133	\$1,159	\$1,031	\$999	\$935	-6.4%	12
Gross Taxable Room Rents	\$8,900	\$8,940	\$8,255	\$9,217	\$9,464	\$9,015	-4.7%	10
Transient Room Tax	\$267.0	\$268.2	\$247.7	\$276.5	\$283.9	\$270.5	-4.7%	10
Restaurant Tax		\$67.3	\$77.1	\$75.1	\$79.0	\$79.1	0.1%	19
Car Rental Tax								
Gross Taxable Retail Sales (millions)	\$85.3	\$91.6	\$92.7	\$100.0	\$107.4	\$101.5	-5.5%	20
REGIONAL VISITATION COUNTS								
I-15 UT/AZ Traffic Count	5,506,025	5,796,200	6,139,300	6,359,030	6,396,625	6,674,025	4.3%	
SR-11 UT/AZ Traffic Count	1,383,350	1,423,500	1,454,525	1,512,925	1,509,275	1,480,075	-1.9%	
SR-89 UT/AZ Traffic Count	669,775	635,830	651,525	693,500	943,525	923,450	-2.1%	
Glen Canyon N.R.A.	2,504,986	2,430,781	2,442,990	2,639,860	2,568,111	2,340,031	-8.9%	
Zion N.P.	2,498,001	2,445,534	2,370,048	2,449,664	2,432,348	2,227,490	-8.4%	
Bryce Canyon N.P.	1,269,600	1,174,824	1,166,331	1,081,521	1,099,275	1,068,619	-2.8%	
Cedar Breaks N.M.	653,760	608,399	578,974	597,460		690,652	25.4%	
Grand Staircase-Escalante N.M.	519,944	788,611	849,628	1,141,131	572,176	683,286	19.4%	
Coral Pink Sand Dunes S.P.	182,704	164,544	188,164	164,893	106,601	131,675	23.5%	
Kodachrome Basin S.P.	58,616	63,958	63,380	67,440	65,007	55,940	-13.9%	

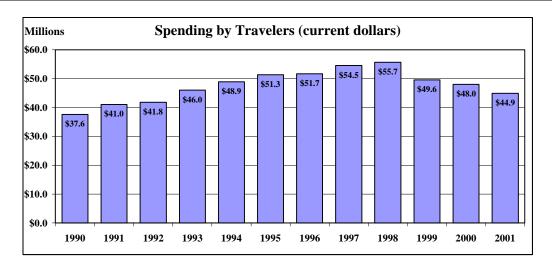
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	2,553,375	100.0%
Federal Government	2,180,569	85.4%
BLM	1,633,909	64.0%
US Forest Service	125,342	4.9%
National Recreation Areas	381,627	14.9%
National Parks	18,265	0.7%
National Wildlife Refuge		
USFS & BLM Wilderness Area	21,426	0.8%
Other*		
State Government	109,212	4.3%
Utah State Parks & Recreation	1,746	0.1%
Utah State Wildlife Reserves		
State Trust Lands	107,466	4.2%
American Indian		
Private**	263,594	10.3%

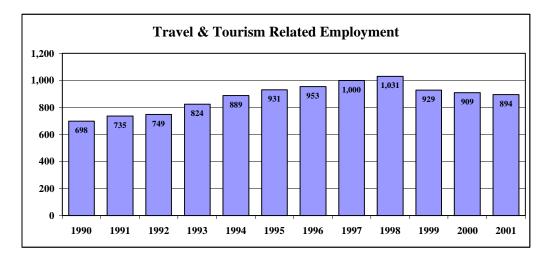
^{*}Includes Military and Bankhead Jones land

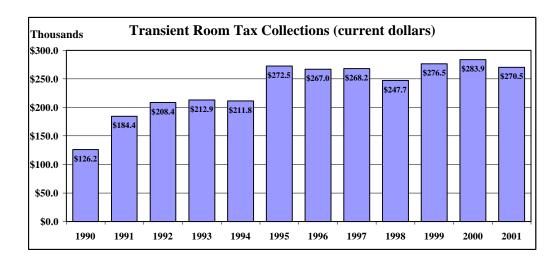


^{**}May include some local government land

Kane County Tourism Profile







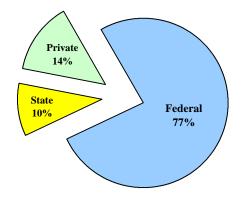


MILLARD COUNTY TOURISM PROFILE

County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC								
Population	12,194	12,243	12,246	12,236	12,461	12,326	-1.1%	18
Total Non-Ag Employment	3,651	3,676	3,596	3,596	3,515	3,508	-0.2%	20
Non-Ag Avg Monthly Wage	\$1,914	\$1,910	\$1,974	\$2,001	\$2,174	\$2,273	4.6%	8
Per Capita Income	\$14,855	\$15,145	\$16,539	\$16,629	\$16,880	\$17,159	1.7%	23
Unemployment Rate	4.3%	3.8%	4.8%	4.5%	4.0%	4.9%	0.9%	14
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$22.9	\$23.0	\$24.3	\$24.8	\$23.8	\$23.0	-3.4%	21
Travel & Tourism Related	423	423	449	464	450	457	1.6%	2.1
Employment	123	.25	,			,	1.070	
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	\$477	\$479	\$505	\$515	\$494	\$478	-3.2%	21
Traveler Spending								
Gross Taxable Room Rents	\$1,733	\$2,142	\$1,997	\$2,179		\$2,439		21
Transient Room Tax	\$52.0	\$64.3	\$59.9	\$65.4	\$70.1	\$73.2	4.4%	21
Restaurant Tax								
Car Rental Tax								
Gross Taxable Retail Sales (millions)	\$86.4	\$103.0	\$102.3	\$108.6	\$107.4	\$120.4	12.1%	18
REGIONAL VISITATION COUNTS								
Capitol Reef N.P.	648,012	625,680	656,026	680,153	612,656	527,760	-13.9%	
Palisade S.P.	91,472	102,806	271,548	127,547	142,253	145,878	2.5%	
Yuba S.P.	39,815	70,319	68,316	77,612	144,911	120,881	-16.6%	
Fremont Indian S.P.	119,108	99,677	105,205	95,670	94,054	79,405	-15.6%	
Territorrial Statehouse S.P.	42,570	39,766	32,016	42,329	54,444	37,237	-31.6%	

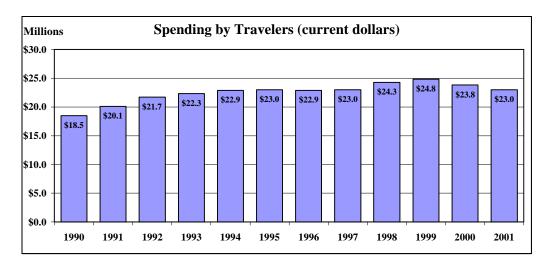
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	4,251,047	100.0%
Federal Government	3,251,613	76.5%
BLM	2,882,743	67.8%
US Forest Service	368,870	8.7%
National Recreation Areas		
National Parks		
National Wildlife Refuge		
USFS & BLM Wilderness Area		
Other*		
State Government	420,500	9.9%
Utah State Parks & Recreation		
Utah State Wildlife Reserves	24,261	0.6%
State Trust Lands	396,238	9.3%
American Indian	1,157	0.0%
Private**	577,777	13.6%

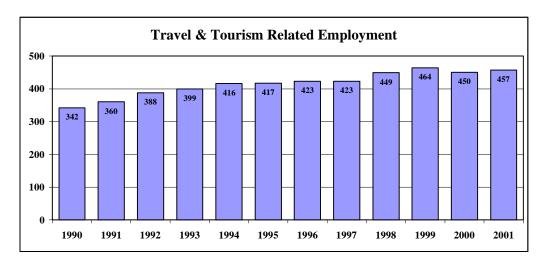
^{*}Includes Military and Bankhead Jones land



^{**}May include some local government land

Millard County Tourism Profile







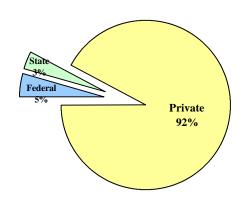


MORGAN COUNTY TOURISM PROFILE

		400-					% Change	State
County Indicator	1996	1997	1998	1999	2000	2001(p)	2000-2001	Ranking
DEMOGRAPHIC								
Population	6,633	6,705	6,889	6,973	7,181	7,297	1.6%	22
Total Non-Ag Employment	1,462	1,528	1,560	1,522	1,561	1,636	4.8%	25
Non-Ag Avg Monthly Wage	\$1,938	\$1,923	\$1,947	\$2,001	\$2,070	\$2,133	3.0%	13
Per Capita Income	\$17,251	\$18,451	\$20,074	\$20,779	\$21,995	\$22,708	3.2%	8
Unemployment Rate	4.3%	3.8%	3.9%	4.1%	3.6%	3.6%	0.0%	3
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$5.7	\$6.6	\$6.5	\$6.8	\$6.8	\$7.0	2.9%	28
Travel & Tourism Related	106	122	121	128	129	140	8.5%	28
Employment	100	122	121	120	12)	140	0.570	20
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	\$119	\$138	\$136	\$142	\$142	\$146	2.8%	28
Traveler Spending	φ117	Ψ130	\$130	Ψ1-42	Ψ142	φ140	2.070	20
Gross Taxable Room Rents	\$37	\$36	\$29	\$32	\$38	\$78	103.4%	29
Transient Room Tax	\$1.1	\$1.1	\$0.9	\$1.0	\$1.1	\$2.3	109.1%	29
Restaurant Tax	\$16.6	\$15.5	\$15.7	\$21.4	\$19.9	\$22.2	11.6%	23
Car Rental Tax						\$0.0	NA	NA
Gross Taxable Retail Sales (millions)	\$36.7	\$34.6	\$43.2	\$52.8	\$55.1	\$55.3	0.4%	25
REGIONAL VISITATION COUNTS								
I-80 UT/WY Traffic Count	3,962,075	4,294,225	4,375,525	4,731,130	4,861,800	5,082,625	4.5%	
Lagoon Amusement Park	1,100,000	1,100,000	1,150,000	1,210,000	1,200,000	1,100,000	-8.3%	
Willard Bay S.P.	311,363	276,059	300,702	307,114	340,580	302,189	-11.3%	
This Is The Place S.P.	309,025	550,763	300,931	290,036	294,178	293,661	-0.2%	
Antelope Island S.P.	284,171	264,315	362,128	329,751	343,410	291,163	-15.2%	
Great Salt Lake S.P.	628,118	460,989	56,585	136,496	142,433	144,272	1.3%	
Rockport S.P.	376,285	275,571	210,015	245,406	152,605	117,505	-23.0%	
East Canyon S.P.	110,106	92,121	83,322	87,769	99,617	105,737	6.1%	
Golden Spike N.H.S.	60,484	50,989	46,203	47,012	45,273	44,510	-1.7%	
Ft. Buenaventura S.P.	41,038	46,866	42,813	44,217	47,441	24,154	-49.1%	

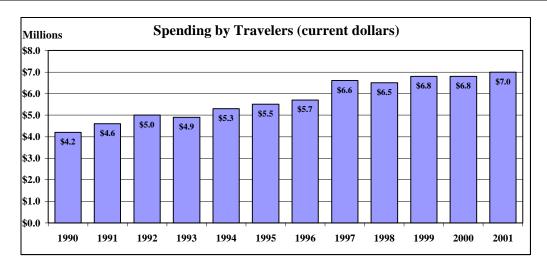
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	389,688	100.0%
Federal Government	17,751	4.6%
BLM	741	0.2%
US Forest Service	17,010	4.4%
National Recreation Areas		
National Parks		
National Wildlife Refuge		
USFS & BLM Wilderness Area		
Other*		
State Government	12,403	3.2%
Utah State Parks & Recreation	841	0.2%
Utah State Wildlife Reserves	6,824	1.8%
State Trust Lands	4,739	1.2%
American Indian		
Private**	359,534	92.3%

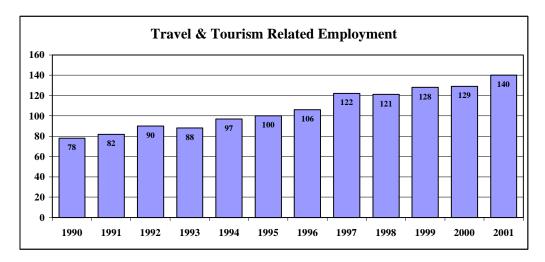
^{*}Includes Military and Bankhead Jones land

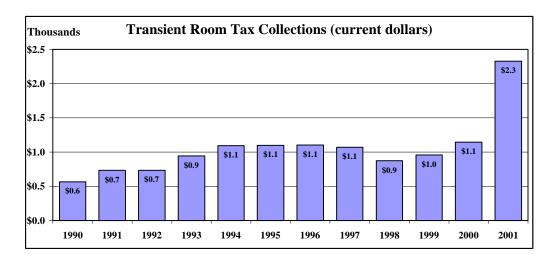


^{**}May include some local government land

Morgan County Tourism Profile









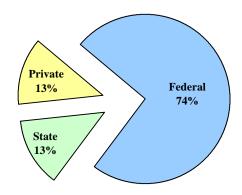
PIUTE COUNTY TOURISM PROFILE

County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC	1,7,0	1,771	1770	1,,,,	2000	2001 (p)		g
Population	1.371	1,328	1.372	1,433	1,436	1,404	-2.2%	28
Total Non-Ag Employment	230	226	226	236	242	276	14.0%	29
Non-Ag Avg Monthly Wage	\$1,301	\$1,399	\$1,497	\$1,596	\$1,617	\$1,519	-6.1%	28
Per Capita Income	\$13,116	\$13,738	\$15,743	\$15,529	\$14,833	\$15,385	3.7%	25
Unemployment Rate	4.7%	4.9%	4.7%	6.1%	4.7%	7.7%	3.0%	26
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$1.0	\$1.1	\$1.2	\$1.7	\$1.8	\$2.0	11.1%	29
Travel & Tourism Related	19	20	23	32	35	40	14.3%	29
Employment	19	20	23	32	33	40	14.5%	29
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	\$22	\$22	\$26	\$36	\$39	\$42	7.7%	29
Traveler Spending	\$22	\$22	\$20	\$30	\$39	542	7.7%	29
Gross Taxable Room Rents	\$175	\$153	\$187	\$174	\$170	\$148	-13.3%	28
Transient Room Tax	\$5.3	\$4.6	\$5.6	\$5.2	\$5.1	\$4.4	-13.7%	28
Restaurant Tax								
Car Rental Tax								
Gross Taxable Retail Sales (millions)	\$5.5	\$4.6	\$5.2	\$5.5	\$5.7	\$5.7	0.0%	29
REGIONAL VISITATION COUNTS								
Grand Staircase-Escalante N.M.	519,944	788,611	849,628	1,141,131	572,176	683,286	19.4%	
Capitol Reef N.P.	678,012	625,680	656,026	680,153	612,656	527,760	-13.9%	
Fremont Indian S.P.	119,108	99,677	105,205	95,670	94,054	79,405	-15.6%	
Otter Creek S.P.	29,015	20,237	18,381	15,053	20,594	42,633	107.0%	
Piute S.P.	28,924	29,470	19,301	19,236	18,522	14,495	-21.7%	

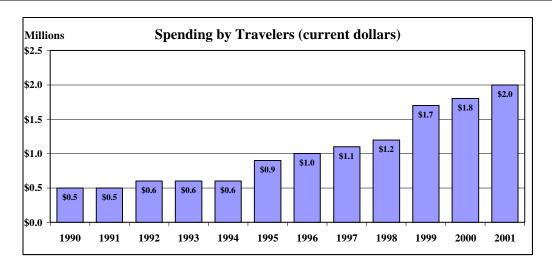
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	484,652	100.0%
Federal Government	359,973	74.3%
BLM	163,947	33.8%
US Forest Service	196,026	40.4%
National Recreation Areas		
National Parks		
National Wildlife Refuge		
USFS & BLM Wilderness Area		
Other*		
State Government	62,934	13.0%
Utah State Parks & Recreation		
Utah State Wildlife Reserves	4,340	0.9%
State Trust Lands	58,594	12.1%
American Indian		
Private**	61,745	12.7%

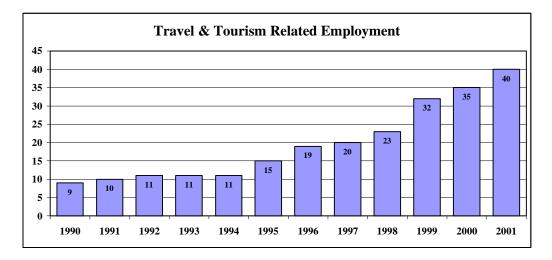


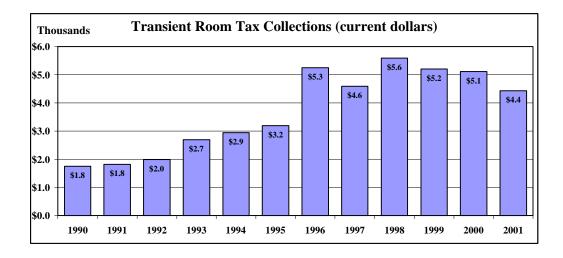
^{**}May include some local government land



Piute County Tourism Profile







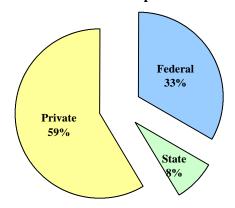


RICH COUNTY TOURISM PROFILE

County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC								
Population	1,897	1,882	1,889	1,978	1,955	1,983	1.4%	27
Total Non-Ag Employment	530	507	530	547	559	580	3.8%	27
Non-Ag Avg Monthly Wage	\$1,144	\$1,180	\$1,229	\$1,238	\$1,297	\$1,373	5.9%	29
Per Capita Income	\$14,008	\$15,551	\$15,729	\$16,935	\$17,447	\$18,104	3.8%	21
Unemployment Rate	3.6%	3.2%	3.5%	3.7%	3.7%	3.9%	0.2%	7
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$9.0	\$8.8	\$9.3	\$9.8	\$10.1	\$10.0	-1.0%	27
Travel & Tourism Related	167	162	172	183	191	199	4.2%	27
Employment	107	102	1,2	103	171	1,,,	1.270	27
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	\$188	\$184	\$194	\$203	\$210	\$208	-1.0%	27
Traveler Spending	\$100	\$164	\$194	\$203	\$210	\$208	-1.0%	21
Gross Taxable Room Rents	\$1,124	\$1,222	\$1,349	\$1,579	\$1,744	\$1,752	0.5%	24
Transient Room Tax	\$33.7	\$36.6	\$40.5	\$47.4	\$52.3	\$52.6	0.6%	24
Restaurant Tax	\$24.8	\$41.2	\$54.3	\$47.8	\$48.5	\$93.7	93.2%	17
Car Rental Tax						\$0	NA	NA
Gross Taxable Retail Sales (millions)	\$10.8	\$12.4	\$14.6	\$15.6	\$16.7	\$16.2	-3.0%	27
REGIONAL VISITATION COUNTS								
SR-89 UT/ID Traffic Count	657,000	669,775	753,725	784,750	870,525	870,525	0.0%	
Bear Lake (3 Locations)	236,271	194,201	277,616	277,541	289,349	311,374	7.6%	

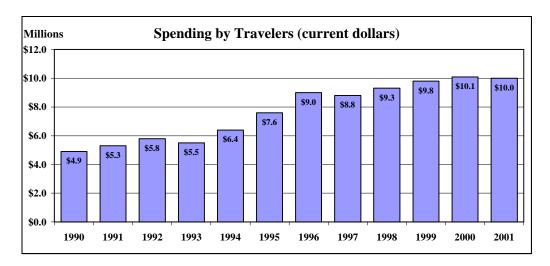
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	658,012	100.0%
Federal Government	219,853	33.4%
BLM	169,658	25.8%
US Forest Service	50,194	7.6%
National Recreation Areas		
National Parks		
National Wildlife Refuge		
USFS & BLM Wilderness Area		
Other*		
State Government	52,371	8.0%
Utah State Parks & Recreation	49	0.0%
Utah State Wildlife Reserves	2,642	0.4%
State Trust Lands	49,679	7.5%
American Indian		
Private**	385,789	58.6%

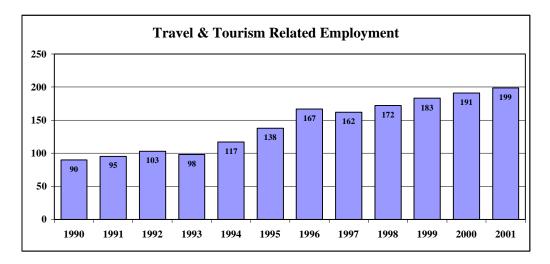
*Includes Military and Bankhead Jones land

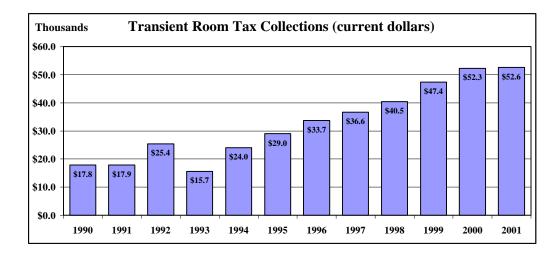


^{**}May include some local government land

Rich County Tourism Profile









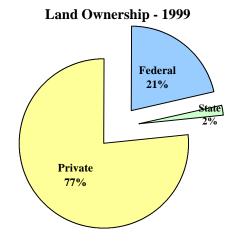
SALT LAKE COUNTY TOURISM PROFILE

County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC								
Population	840,649	858,306	870,735	885,216	902,777	918,279	1.7%	1
Total Non-Ag Employment	485,985	504,458	519,572	531,329	545,179	545,412	0.0%	1
Non-Ag Avg Monthly Wage	\$2,198	\$2,331	\$2,433	\$2,533	\$2,661	\$2,740	3.0%	3
Per Capita Income	\$23,108	\$24,667	\$25,051	\$25,891	\$27,330	\$27,661	1.2%	2
Unemployment Rate	3.0%	2.7%	3.4%	3.4%	3.0%	4.3%	1.3%	9
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$1,854.9	\$1,934.5	\$1,981.1	\$2,038.1	\$2,060.8	\$2,013.5	-2.3%	1
Travel & Tourism Related Employment	34,188	35,527	36,662	38,197	39,013	40,049	2.7%	1
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from								
Traveler Spending	\$38,582	\$40,239	\$41,208	\$42,392	\$42,865	\$41,880	-2.3%	1
Gross Taxable Room Rents	\$214,025	\$234,264	\$238,480	\$229,798	\$235,286	\$243,673	3.6%	1
Transient Room Tax	\$7,490.9	\$8,199.2	\$8,346.8	\$8,042.9	\$8,235.0	\$8,528.5	3.6%	1
Restaurant Tax	\$8,743.4	\$9,008.0	\$9,422.1	\$10,016.5	\$10,498.0	\$10,836.6	3.2%	1
Car Rental Tax	\$3,452	\$3,448	\$3,798.6	\$9,163.3	\$8,940.2	\$9,167.8	2.5%	1
Gross Taxable Retail Sales (millions)	\$12,495.0	\$13,279.9	\$14,480.8	\$15,032.4	\$15,941.5	\$15,849.2	-0.6%	1
REGIONAL VISITATION COUNTS								
SLCVB Information Centers	729,584	771,729	723,784	836,352	1,069,765	1,501,716	40.4%	
Council Hall Welcome Center	28,547	50,882	46,746	40,714	49,224	47,501	-3.5%	
S.L. Airport Passengers	21,088,482	21,068,314	20,297,371	19,944,556	19,900,770	18,914,891	-5.0%	
Skier Days at Utah Resorts	3,042,767	3,101,735	3,144,328	2,976,696	3,278,291	2,974,574	-9.3%	
L.D.S. Family History Research Ctrs.	1,132,516	1,114,248	1,090,990	934,069	859,474	791,934	-7.9%	
Utah's Hogle Zoo	669,243	821,458	640,596	774,406	721,071	650,732	-9.8%	
This Is The Place H.P.	309,025	550,763	300,931	290,036	294,178	293,661	-0.2%	
L.D.S. Museum of History and Art	283,868	307,973	231,313	202,038	271,481	234,258	-13.7%	
Bingham Canyon Copper Mine	176,436	167,792	139,720	152,652	159,842	169,992	6.4%	
Great Salt Lake S.P.	628,118	460,989	56,585	136,496	142,433	144,272	1.3%	
Hansen Planetarium	272,202	287,631	152,855	157,425	130,958	116,664	-10.9%	
Children's Museum of Utah	63,694	68,523	97,116	103,704	116,619	108,436	-7.0%	
Utah Musuem of Natural History	79,268	83,040	74,194	99,480	77,450	68,545	-11.5%	
Utah Musuem of Fine Arts	100,720	109,685	112,072	94,135	75,599	58,312	-22.9%	

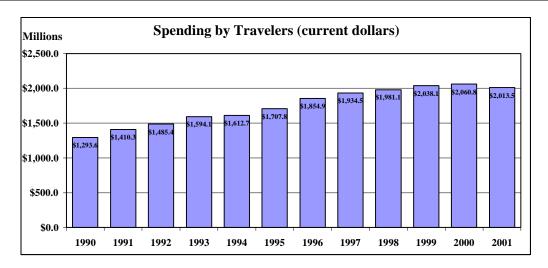
Land Ownership - 1999	No. of Acres	% Total	
Total Acres in County	492,213	100.0%	
Federal Government	105,577	21.4%	
BLM	2,905	0.6%	
US Forest Service	48,523	9.9%	
National Recreation Areas			
National Parks			
National Wildlife Refuge			
USFS & BLM Wilderness Area	40,449	8.2%	
Other*	13,699	2.8%	
State Government	8,824	1.8%	
Utah State Parks & Recreation	1,168	0.2%	
Utah State Wildlife Reserves	7,379	1.5%	
State Trust Lands	277	0.1%	
American Indian			
Private**	377,812	76.8%	

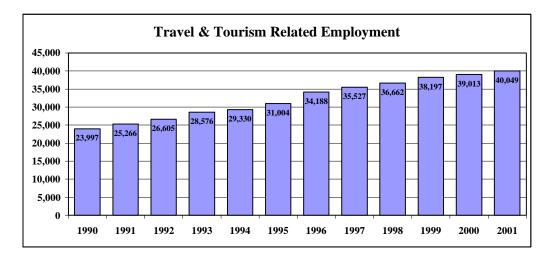


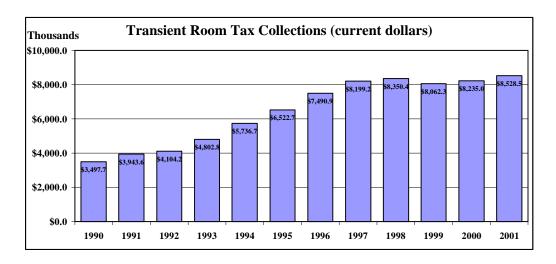
^{**}May include some local government land



Salt Lake County Tourism Profile







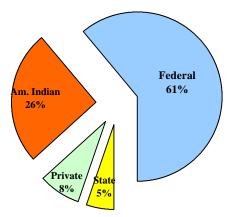


SAN JUAN COUNTY TOURISM PROFILE

County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC	1750	1,,,,	1770	1,,,,	_000	2 00 2 (p)		
Population	14,008	14,392	14,779	14,573	14,360	14,063	-2.1%	17
Total Non-Ag Employment	4,222	4,106	4,234	4,333	4.035	3,833		18
Non-Ag Avg Monthly Wage	\$1,520	\$1,572	\$1,724	\$1,787	\$1.819	\$1.856		18
Per Capita Income	\$11,306	\$12,150	\$12,416	\$12,673	\$12,606	\$12,821		29
Unemployment Rate	9.7%	8.4%	8.2%	7.9%	9.2%	9.1%		27
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$43.4	\$43.9	\$44.8	\$45.7	\$43.1	\$37.4	-13.2%	15
Travel & Tourism Related	800	807	829	857	816	744	-8.8%	15
Employment	800	807	829	857	810	/44	-8.8%	15
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	\$902	\$914	\$931	\$951	\$897	\$778	-13.3%	15
Traveler Spending	\$902	3914	\$931	\$931	\$697	\$110	-13.370	13
Gross Taxable Room Rents	\$8,065	\$8,148	\$8,455	\$8,637	\$8,243	\$7,700	-6.6%	11
Transient Room Tax	\$241.9	\$244.4	\$253.7	\$259.1	\$247.3	\$231.0	-6.6%	11
Restaurant Tax								
Car Rental Tax								
Gross Taxable Retail Sales (millions)	\$84.0	\$79.4	\$102.4	\$96.1	\$89.3	\$87.3	-2.2%	21
REGIONAL VISITATION COUNTS								
SR 666 UT/CO Traffic Count	711,750	757,375	777,450	813,950	771,975	773,800	0.2%	
SR 163 UT/AZ Traffic Count	636,925	662,475	680,725	707,735	700,800	708,100	1.0%	
SR 262 UT/CO Traffic Count	397,850	518,300	532,900	552,975	547,500	552,975	1.0%	
SR 191 UT/AZ Traffic Count	357,700	383,250	402,230	427,780	412,450	400,040	-3.0%	
Glen Canyon N.R.A.	2,504,986	2,430,781	2,442,990	2,639,860	2,568,111	2,340,031	-8.9%	
Canyonlands N.P.	447,527	432,697	436,524	446,160	401,558	368,592	-8.2%	
Monument Valley Navajo Tribal Park	409,136	387,394	376,767	380,322	358,573		-100.0%	
Rainbow Bridge N.M.	325,562	197,791	195,916	234,550	197,614	189,750	-4.0%	
Dead Horse Point S.P.	202,452	185,122	170,010	207,367	173,680	156,627	-9.8%	
Natural Bridges N.M.	136,368	141,573	126,360	129,173	112,573	97,171	-13.7%	
Hovenweep N.M.	27,526	24,465	23,699	47,593	43,325	37,421	-13.6%	
Goosenecks S.P.	45,356	5,665	5,736	11,070	33,007	33,265		
Edge of the Cedars S.P.	25,948	22,868	19,808	23,789	22,438	16,459	-26.6%	

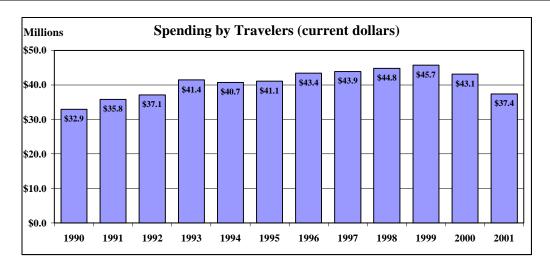
No. of Acres	% Total
5,005,561	100.0%
3,054,127	61.0%
2,076,670	41.5%
403,623	8.1%
262,260	5.2%
265,427	5.3%
46,146	0.9%
263,650	5.3%
1,067	0.0%
262,582	5.2%
1,275,007	25.5%
412,778	8.2%
	5,005,561 3,054,127 2,076,670 403,623 262,260 265,427 46,146 263,650 1,067 262,582 1,275,007

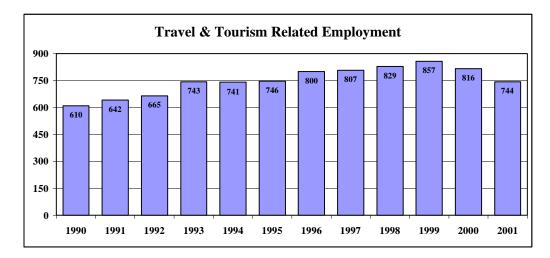
^{*}Includes Military and Bankhead Jones land



^{**}May include some local government land

San Juan County Tourism Profile







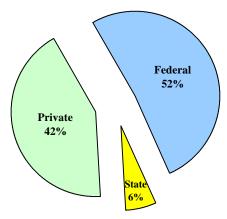


SANPETE COUNTY TOURISM PROFILE

County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC								
Population	20,898	21,825	22,445	22,513	22,846	23,219	1.6%	12
Total Non-Ag Employment	5,907	6,216	6,507	6,592	6,841	6,825	-0.2%	14
Non-Ag Avg Monthly Wage	\$1,296	\$1,329	\$1,365	\$1,430	\$1,476	\$1,537	4.1%	27
Per Capita Income	\$13,105	\$13,470	\$13,877	\$14,385	\$14,858	\$15,095	1.6%	27
Unemployment Rate	6.2%	5.2%	6.1%	5.5%	4.6%	5.7%	1.1%	20
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$22.7	\$24.8	\$24.2	\$23.5	\$24.2	\$21.3	-12.0%	22
Travel & Tourism Related Employment	419	456	448	441	458	424	-7.4%	22
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from Traveler Spending	\$473	\$516	\$503	\$489	\$503	\$443	-11.9%	22
Gross Taxable Room Rents	\$945	\$1,199	\$1,324	\$1,337	\$1,182	\$1,617	36.8%	25
Transient Room Tax	\$28.4	\$36.0	\$39.7	\$40.1	\$35.5	\$48.5	36.6%	25
Restaurant Tax	\$67.1	\$66.4	\$69.2	\$73.5	\$80.0	\$87.4	9.3%	18
Car Rental Tax								
Gross Taxable Retail Sales (millions)	\$101.3	\$109.4	\$117.9	\$125.8	\$143.2	\$158.2	10.5%	17
REGIONAL VISITATION COUNTS								
Palisade S.P.	91,472	102,806	271,548	127,547	142,253	145,878	2.5%	
Yuba S.P.	39,815	70,319	68,316	77,612	144,911	120,881	-16.6%	
Scofield S.P.	104,165	103,603	96,755	102,311	89,971	76,648	-14.8%	
Millsite S.P.	40,465	47,557	48,297	44,327	43,878	40,829	-6.9%	
Territorrial Statehouse S.P.	42,570	39,766	32,016	42,329	54,444	37,237	-31.6%	

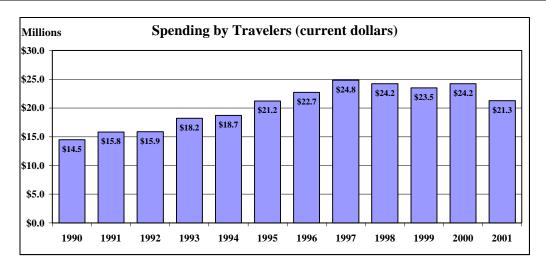
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	1,022,609	100.0%
Federal Government	528,591	51.7%
BLM	136,952	13.4%
US Forest Service	390,869	38.2%
National Recreation Areas		
National Parks		
National Wildlife Refuge		
USFS & BLM Wilderness Area		
Other*	769	0.1%
State Government	59,914	5.9%
Utah State Parks & Recreation	48	0.0%
Utah State Wildlife Reserves	27,560	2.7%
State Trust Lands	32,305	3.2%
American Indian		
Private**	434,105	42.5%

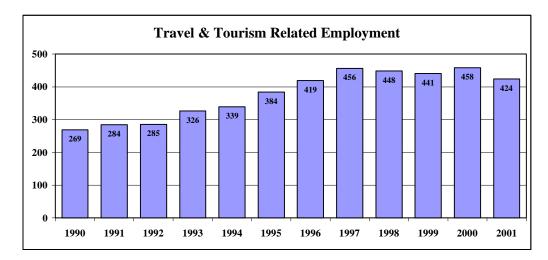
^{*}Includes Military and Bankhead Jones land

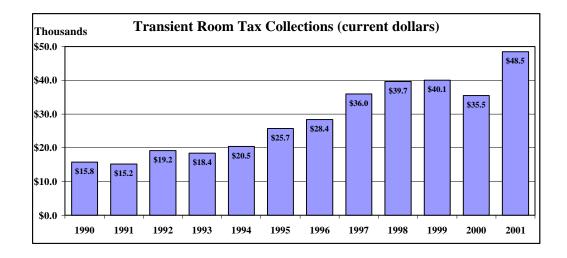


^{**}May include some local government land

Sanpete County Tourism Profile







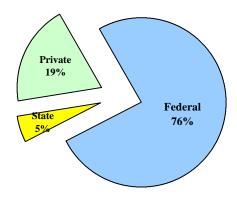


SEVIER COUNTY TOURISM PROFILE

County In It at an	1006	1007	1000	1000	2000	2001()	% Change 2000-2001	State
County Indicator	1996	1997	1998	1999	2000	2001(p)	2000-2001	Ranking
DEMOGRAPHIC						10.100		
Population	17,258	17,902	18,294	18,555	18,938	19,180	1.3%	14
Total Non-Ag Employment	6,396	6,693	6,842	7,071	7,188	7,239	0.7%	13
Non-Ag Avg Monthly Wage	\$1,600	\$1,641	\$1,698	\$1,739	\$1,791	\$1,876	4.7%	16
Per Capita Income	\$15,094	\$16,119	\$16,389	\$16,995	\$17,745	\$18,217	2.7%	20
Unemployment Rate	4.7%	3.9%	4.7%	4.3%	3.9%	4.6%	0.7%	10
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$38.3	\$37.3	\$36.8	\$35.9	\$35.4	\$33.9	-4.2%	17
Travel & Tourism Related Employment	706	684	680	673	671	675	0.6%	17
Employment								
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	\$797	\$775	\$765	\$747	\$737	\$706	-4.2%	17
Traveler Spending	\$191	\$113	\$703	\$747	\$131	\$700	-4.270	17
Gross Taxable Room Rents	\$5,015	\$5,204	\$5,085	\$5,693	\$5,774	\$6,133	6.2%	14
Transient Room Tax	\$150.5	\$156.1	\$152.6	\$170.8	\$173.2	\$184.0	6.2%	14
Restaurant Tax	\$107.2	\$119.7	\$143.3	\$134.3	\$128.3	\$144.1	12.3%	15
Car Rental Tax					\$5.7	\$1.9	-66.7%	6
Gross Taxable Retail Sales (millions)	\$181.2	\$179.5	\$247.5	\$212.5	\$219.2	\$219.8	0.3%	13
REGIONAL VISITATION COUNTS								
Capitol Reef N.P.	648,012	625,680	656,026	680,153	612,656	527,760	-13.9%	
Palisade S.P.	91,472	102,806	271,548	127,547	142,253	145,878	2.5%	
Yuba S.P.	39,815	70,319	68,316	77,612	144,911	120,881	-16.6%	
Fremont Indian S.P.	119,108	99,677	105,205	95,670	94,054	79,405	-15.6%	
Otter Creek S.P.	29,015	20,237	18,381	15,053	20,594	42,633	107.0%	
Millsite S.P.	40,465	47,557	48,297	44,327	43,878	40,829	-6.9%	
Territorrial Statehouse S.P.	42,570	39,766	32,016	42,329	54,444	37,237	-31.6%	
Piute S.P.	28,924	29,470	19,301	19,236	18,522	14,495	-21.7%	

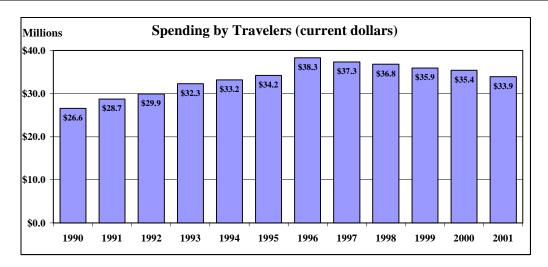
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	1,222,107	100.0%
Federal Government	928,423	76.0%
BLM	207,482	17.0%
US Forest Service	716,521	58.6%
National Recreation Areas		
National Parks	4,420	0.4%
National Wildlife Refuge		
USFS & BLM Wilderness Area		
Other*		
State Government	59,297	4.9%
Utah State Parks & Recreation		
Utah State Wildlife Reserves	3,375	0.3%
State Trust Lands	55,922	4.6%
American Indian	1,213	0.1%
Private**	233,175	19.1%

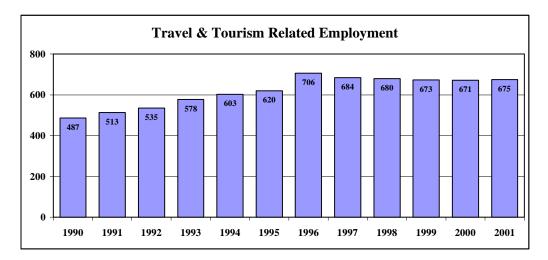
*Includes Military and Bankhead Jones land

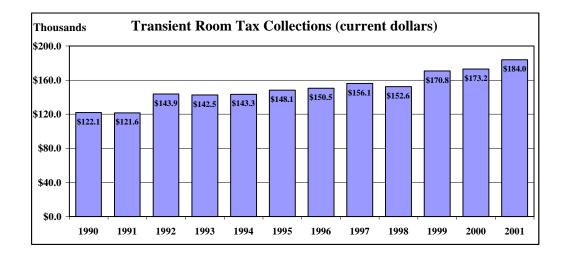


^{**}May include some local government land

Sevier County Tourism Profile





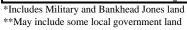


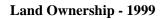


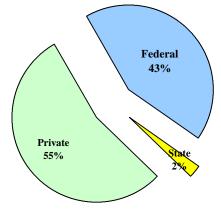
SUMMIT COUNTY TOURISM PROFILE

	1005	100-	1000	4000	•000	2004()	% Change	State
County Indicator	1996	1997	1998	1999	2000	2001(p)	2000-2001	Ranking
DEMOGRAPHIC								
Population	25,051	26,224	27,674	28,799	30,048	31,279	4.1%	10
Total Non-Ag Employment	13,001	13,764	14,337	14,558	15,221	15,897	4.4%	8
Non-Ag Avg Monthly Wage	\$1,702	\$1,807	\$1,933	\$1,996	\$2,143	\$2,225	3.8%	11
Per Capita Income	\$34,718	\$37,422	\$37,189	\$38,767	\$40,528	\$41,405	2.2%	1
Unemployment Rate	3.6%	3.4%	4.5%	4.9%	4.1%	5.8%	1.7%	21
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$280.2	\$297.1	\$307.7	\$316.1	\$332.3	\$3,329.0	901.8%	2
Travel & Tourism Related	5,164	5,456	5,695	5,924	6,290	6,622	5.3%	2
Employment	3,104	3,430	3,093	3,924	0,290	0,022	3.370	2
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	φ. σ . ο σ . ο	# 5.100	0.5.404		0.5011	05.025	0.207	2
Traveler Spending	\$5,828	\$6,180	\$6,401	\$6,575	\$6,911	\$6,925	0.2%	2
Gross Taxable Room Rents	\$72,160	\$79,855	\$88,876	\$90,605	\$98,626	\$107,200	8.7%	2
Transient Room Tax	\$2,164.8	\$2,395.7	\$2,666.3	\$2,718.1	\$2,958.8	\$3,216.0	8.7%	2
Restaurant Tax	\$659.9	\$736.6	\$784.9	\$809.1	\$905.1	\$961.8	6.3%	5
Car Rental Tax								
Gross Taxable Retail Sales (millions)	\$532.1	\$586.0	\$631.3	\$685.9	\$742.9	\$829.0	11.6%	7
REGIONAL VISITATION COUNTS								
I-80 UT/WY Traffic Count	3,962,075	4,294,225	4,374,525	4,731,130	4.861.800	5,082,625	4.5%	
Echo Welcome Center	187,350	200,788	256,294	218,380	218,395	174,956	-19.9%	
S.L. Int'l. Airport Passengers	21,088,482	21,068,314	20,297,371	19,944,556	19,900,770	18,914,891	-5.0%	
Skier Days at Utah Resorts	3,042,767	3,101,735	3,144,328	2,976,696	3,278,291	2,974,574	-9.3%	
Wasatch Mountain S.P.	835,571	886,137	880,669	896,917	930.152	923,988	-0.7%	
Deer Creek S.P.	161,437	99,191	153,055	197,547	253,523	291,124	14.8%	
Jordanelle S.P. (2 Locations)	315,644	331,762	310,648	342,200	262,010	192,005	-26.7%	
Rockport S.P.	376,285	275,571	210,015	245,406	152,605	117,505	-23.0%	
East Canyon S.P.	110,106	92,121	83,322	87,769	99,617	105,737	6.1%	

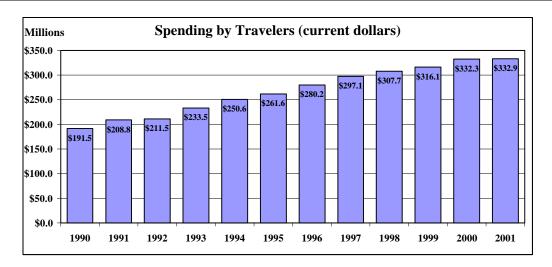
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	1,197,959	100.0%
Federal Government	516,388	43.1%
BLM	1,482	0.1%
US Forest Service	350,638	29.3%
National Recreation Areas		
National Parks		
National Wildlife Refuge		
USFS & BLM Wilderness Area	164,267	13.7%
Other*		
State Government	28,139	2.3%
Utah State Parks & Recreation	738	0.1%
Utah State Wildlife Reserves	15,849	1.3%
State Trust Lands	11,521	1.0%
American Indian		
Private**	653,432	54.5%

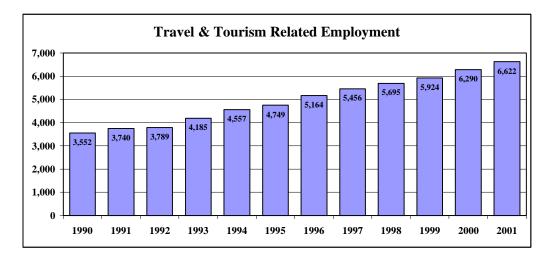


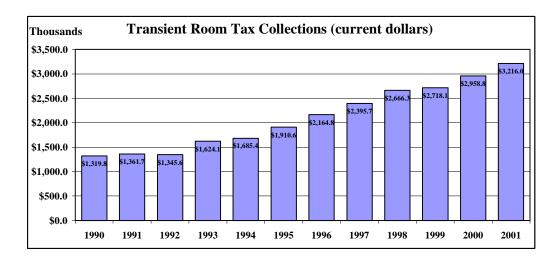




Summit County Tourism Profile







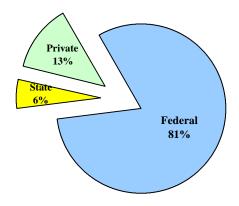


TOOELE COUNTY TOURISM PROFILE

County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC								
Population	31,433	33,457	35,476	38,294	41,549	44,431	6.9%	7
Total Non-Ag Employment	10,207	10,392	10,601	10,837	11,129	11,660	4.8%	10
Non-Ag Avg Monthly Wage	\$2,324	\$2,397	\$2,460	\$2,467	\$2,508	\$2,585	3.1%	4
Per Capita Income	\$16,739	\$17,538	\$17,188	\$17,695	\$18,542	\$18,906	2.0%	16
Unemployment Rate	5.3%	4.4%	5.0%	5.6%	5.3%	7.4%	2.1%	25
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$32.1	\$32.8	\$33.3	\$36.1	\$38.3	\$37.6	-1.8%	14
Travel & Tourism Related	592	602	616	676	726	748	3.0%	14
Employment								
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	\$668	\$682	\$692	\$750	\$798	\$782	-2.0%	14
Traveler Spending	\$008	\$082	\$692	\$730	\$198	\$762	-2.0%	14
Gross Taxable Room Rents	\$4,874	\$4,240	\$4,123	\$3,756	\$4,658	\$4,289	-7.9%	17
Transient Room Tax	\$146.1	\$124.4	\$117.7	\$112.7	\$139.7	\$128.7	-7.9%	17
Restaurant Tax	\$132.0	\$135.5	\$159.4	\$194.3	\$211.4	\$212.8	0.7%	11
Car Rental Tax								
Gross Taxable Retail Sales (millions)	\$229.5	\$257.6	\$282.8	\$306.9	\$330.3	\$363.8	10.1%	11
REGIONAL VISITATION COUNTS								
I-80 UT/NV Traffic Count	1,753,825	1,892,525	1,934,500	2,006,040	2,011,150	2,219,565	10.4%	
Willard Bay S.P.	311,363	276,059	300,702	307,114	340,580	302,189	-11.3%	
Antelope Island S.P.	284,171	264,315	362,128	329,751	343,410	291,163	-15.2%	
Utah Lake S.P.	638,381	705,073	734,995	431,702	405,563	276,475	-31.8%	
Great Salt Lake S.P.	628,118	460,989	56,585	136,496	142,433	144,272	1.3%	
Camp Floyd S.P.	12,572	10,886	9,231	8,667	8,639	8,054	-6.8%	

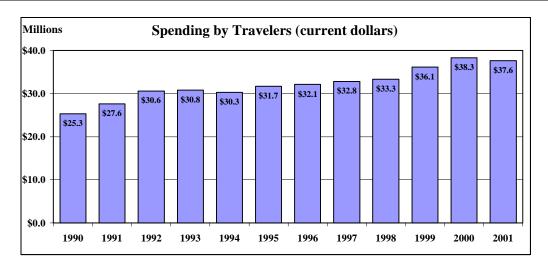
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	4,474,113	100.0%
Federal Government	3,637,508	81.3%
BLM	1,899,843	42.5%
US Forest Service	135,960	3.0%
National Recreation Areas		
National Parks		
National Wildlife Refuge	1	0.0%
USFS & BLM Wilderness Area	21,718	0.5%
Other*	1,579,986	35.3%
State Government	246,963	5.5%
Utah State Parks & Recreation	565	0.0%
Utah State Wildlife Reserves	1,640	0.0%
State Trust Lands	244,759	5.5%
American Indian	15,643	0.3%
Private**	573,999	12.8%

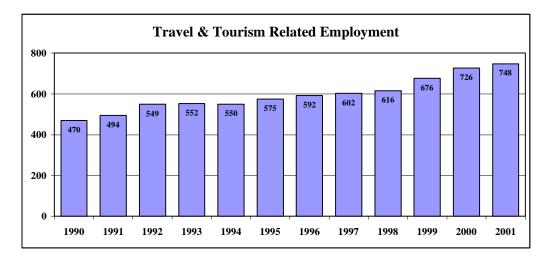
^{*}Includes Military and Bankhead Jones land

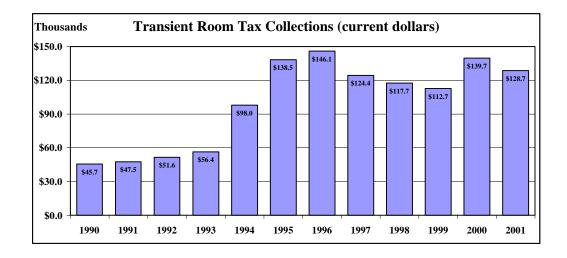


^{**}May include some local government land

Tooele County Tourism Profile





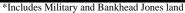




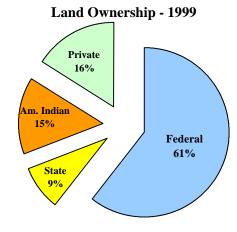
UINTAH COUNTY TOURISM PROFILE

County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC	1990	1771	1770	1777	2000	2001(p)	2000-2001	Kanking
Population	24,636	25,163	24,262	25,004	25,297	26.049	3.0%	11
Total Non-Ag Employment	7,782	8,328	8,521	8,758	,	9,893		11
Non-Ag Avg Monthly Wage	\$1,746	\$1,857	\$1,901	\$1,914	, , , , , , , , , , , , , , , , , , ,	\$2,274		7
Per Capita Income	\$13,030	\$14,323	\$15,290	\$15,717	\$17,184	\$17,828		22
Unemployment Rate	7.4%	5.5%	6.1%	7.2%	4.8%	4.6%		10
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$39.2	\$41.9	\$43.8	\$45.0	\$45.7	\$43.6	-4.6%	13
Travel & Tourism Related Employment	723	770	811	843	866	867	0.1%	13
Employment								
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	\$816	\$872	\$912	\$926	\$952	\$907	-4.7%	13
Traveler Spending	\$810	φ672	\$912	\$920	φ932	\$907	-4.770	13
Gross Taxable Room Rents	\$3,940	\$4,492	\$5,305	\$5,019	\$5,434	\$5,439	0.1%	15
Transient Room Tax	\$118.2	\$134.7	\$159.2	\$150.6	\$163.0	\$163.2	0.1%	15
Restaurant Tax	\$132.0	\$145.1	\$175.8	\$146.0	\$167.0	\$190.4	14.0%	13
Car Rental Tax	-\$36.3	\$4.5	\$7.8	\$19.0	\$4.5	\$3.1	-31.1%	5
Gross Taxable Retail Sales (millions)	\$249.9	\$300.3	\$335.7	\$331.5	\$439.8	\$497.5	13.1%	8
REGIONAL VISITATION COUNTS								
SR-40 UT/CO Traffic Count	201,875	532,535	534,725	559,545	554,800	596,045	7.4%	
SR-191 UT/WY Traffic Count	122,275	122,275	127,750	133,225	149,650	NA	NA	
Flaming Gorge N.R.A.	1,018,000	974,400	1,018,000	1,043,500	1,044,000	940,000	-10.0%	
Dinosaur N.M.	464,133	446,624	420,295	410,742	397,069	326,431	-17.8%	
Starvation S.P.	119,553	98,689	101,652	100,049	95,302	100,337	5.3%	
Utah Field House S.P.	106,078	90,043	98,520	77,293	73,625	64,906	-11.8%	
Steinaker S.P.	68,140	66,714	51,104	59,687	38,541	44,325	15.0%	
Red Fleet S.P.	51,679	52,905	35,965	29,340	42,456	35,998	-15.2%	

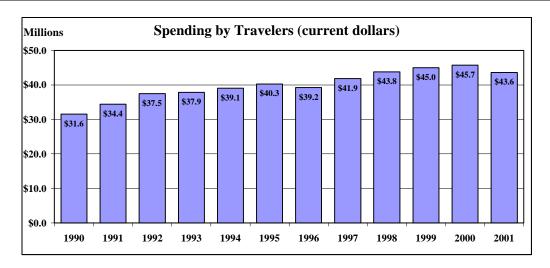
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	2,877,244	100.0%
Federal Government	1,740,981	60.5%
BLM	1,411,944	49.1%
US Forest Service	269,380	9.4%
National Recreation Areas		
National Parks	50,682	1.8%
National Wildlife Refuge	8,975	0.3%
USFS & BLM Wilderness Area		
Other*		
State Government	251,264	8.7%
Utah State Parks & Recreation	956	0.0%
Utah State Wildlife Reserves	9,707	0.3%
State Trust Lands	240,602	8.4%
American Indian	423,353	14.7%
Private**	461,646	16.0%

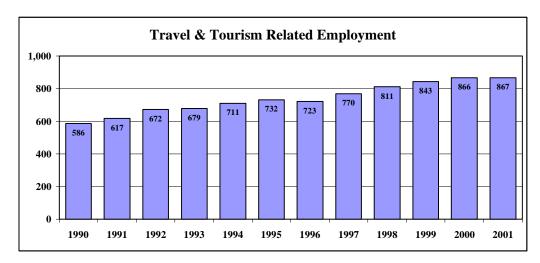


^{**}May include some local government land



Uintah County Tourism Profile







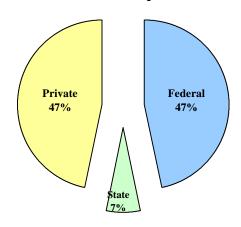


UTAH COUNTY TOURISM PROFILE

Company I. Produce	1006	1005	1000	1000	2000	2001()	% Change	State
County Indicator DEMOGRAPHIC	1996	1997	1998	1999	2000	2001(p)	2000-2001	Ranking
Population	321,072	334,658	344,820	358,463	371,894	385,692		2
Total Non-Ag Employment	129,912	135,161	141,702	146,724	152,747	154,778	1.3%	2
Non-Ag Avg Monthly Wage	\$1,847	\$1,907	\$2,000	\$2,102	\$2,216	\$2,243	1.2%	10
Per Capita Income	\$16,456	\$17,001	\$17,380	\$18,114	\$19,128	\$19,170	0.2%	13
Unemployment Rate	2.9%	2.6%	3.1%	3.2%	2.6%	3.8%	1.2%	4
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$264.1	\$286.0	\$291.8	\$294.6	\$310.8	\$308.3	-0.8%	3
Travel & Tourism Related	1,868	5,252	5,400	5,578	5,883	6,133	4.2%	3
Employment	1,000	3,232	3,400	3,376	5,005	0,133	4.270	3
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from								
Traveler Spending	\$5,494	\$5,949	\$6,069	\$6,191	\$6,464	\$6,413	-0.8%	3
Gross Taxable Room Rents	\$24,080	\$27,380	\$27,755	\$31,614	\$33,462	\$31,687	-5.3%	4
Transient Room Tax	\$722.4	\$821.4	\$832.7	\$948.4	\$1,003.9	\$950.6	-5.3%	4
Restaurant Tax	\$1,917.6	\$1,997.5	\$2,219.9	\$2,499.6	\$2,716.4	\$2,915.5	7.3%	2
Car Rental Tax				,				
Gross Taxable Retail Sales (millions)	\$3.018.7	\$3,263.6	\$3,670.0	\$3,938.9	\$4,170.7	\$4,327.7	3.8%	2
Gross radios retain bales (millions)	ψ3,010.7	φ3,203.0	ψ3,070.0	ψ3,730.7	ψ+,170.7	ψ4,521.1	3.070	2
REGIONAL VISITATION COUNTS								
S.L. Airport Passengers	21,088,482	21,068,314	20,297,371	19,944,556	19,900,770	18,914,891	-5.0%	
Skier Days at Utah Resorts	3,042,767	3,101,735	3,144,328	2,976,696	3,278,291	2,974,574	-9.3%	
Wasatch Mountain S.P.	835,571	886,137	880,669	896,917	930,152	923,988	-0.7%	
Thanksgiving Point	NA	NA	NA	NA	302,000	351,000	16.2%	
Deer Creek S.P.	161,437	99,191	153,055	197,547	253,523	291,124	14.8%	
Utah Lake S.P.	638,381	705,073	734,995	431,702	405,563	276,475	-31.8%	
Jordanelle S.P. (2 Locations)	315,644	331,762	310,648	342,200	362,010	192,005	-47.0%	
Timpanogos Cave N.M.	97,250	112,777	119,074	122,768	115,115	126,270	9.7%	
Veterans' Memorial S.P.	22,243	22,711	22,231	20,612	24,889	13,184	-47.0%	
Camp Floyd S.P.	12,572	10,886	9,231	8,667	8,639	8,054	-6.8%	

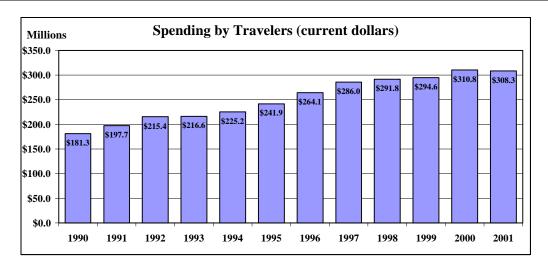
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	1,276,030	100.0%
Federal Government	595,747	46.7%
BLM	99,577	7.8%
US Forest Service	440,729	34.5%
National Recreation Areas		
National Parks	235	0.0%
National Wildlife Refuge		
USFS & BLM Wilderness Area	37,764	8.2%
Other*	17,442	1.4%
State Government	86,066	6.7%
Utah State Parks & Recreation	106	0.0%
Utah State Wildlife Reserves	37,053	2.9%
State Trust Lands	48,876	3.8%
American Indian		
Private**	594,218	46.6%

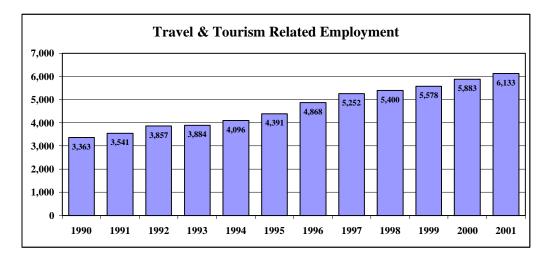
^{*}Includes Military and Bankhead Jones land

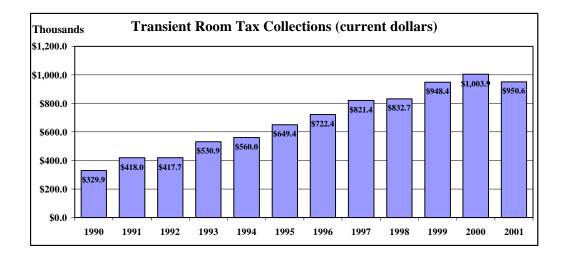


^{**}May include some local government land

Utah County Tourism Profile







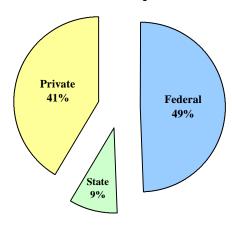


WASATCH COUNTY TOURISM PROFILE

Country In 18 and an	1007	1007	1000	1000	2000	2001()	% Change	State
County Indicator	1996	1997	1998	1999	2000	2001(p)	2000-2001	Ranking
DEMOGRAPHIC								
Population	13,075	13,307	14,132	14,560	15,433	15,947	3.3%	15
Total Non-Ag Employment	3,505	3,816	4,096	4,686	4,698	4,753	1.2%	16
Non-Ag Avg Monthly Wage	\$1,397	\$1,454	\$1,583	\$1,689	\$1,834	\$1,898	3.5%	15
Per Capita Income	\$18,686	\$20,023	\$20,144	\$20,991	\$21,547	\$22,424	4.1%	9
Unemployment Rate	4.4%	3.9%	4.9%	5.0%	4.5%	5.5%	1.0%	18
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$38.9	\$40.7	\$44.5	\$47.9	\$49.2	\$47.1	-4.3%	11
Travel & Tourism Related	716	747	823	898	932	936	0.4%	11
Employment	710	, , ,	023	0,0	732	750	0.470	11
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	\$808	\$846	\$925	\$997	\$1,024	\$979	-4.4%	11
Traveler Spending	\$808	\$840	\$925	\$997	\$1,024	\$979	-4.4%	11
Gross Taxable Room Rents	\$4,408	\$6,290	\$6,458	\$6,868	\$7,273	\$6,983	-4.0%	13
Transient Room Tax	\$132.2	\$188.7	\$193.7	\$206.0	\$218.2	\$209.5	-4.0%	13
Restaurant Tax	\$135.2	\$145.1	\$156.8	\$190.3	\$185.4	\$209.7	13.1%	12
Car Rental Tax								
Gross Taxable Retail Sales (millions)	\$104.3	\$118.5	\$136.6	\$155.8	\$171.7	\$174.0	1.3%	14
REGIONAL VISITATION COUNTS								
I-80 UT/WY Traffic Count	3,962,075	4,294,225	4,374,525	4,731,130	4.861.800	5,082,625	4.5%	
SR-40 UT/CO Traffic Count	501.875	532,535	534,725	559,545	554,800	596,045	7.4%	
Skier Days at Utah Resorts	3,042,767	3,101,735	3,144,328	2,976,696	3,278,291	2,974,574	-9.3%	
Wasatch Mountain S.P.	835,571	886,137	880,669	896,917	930,152	923,988	-0.7%	
Deer Creek S.P.	161,437	99,191	153,055	197,547	253,523	291,124	14.8%	
Utah Lake S.P.	638,381	705,073	734,995	431,702	405,563	276,475	-31.8%	
Jordanelle S.P. (2 Locations)	315,644	331,762	310,648	342,200	262,010	192,005	-26.7%	
Timpanogos Cave N.M.	97,250	112,777	119,074	122,768	115,115	126,270	9.7%	
Rockport S.P.	376,285	275,571	210,015	245,406	152,605	117,505	-23.0%	
Starvation S.P.	119,553	98,689	101,652	100,049	95,302	100,337	5.3%	

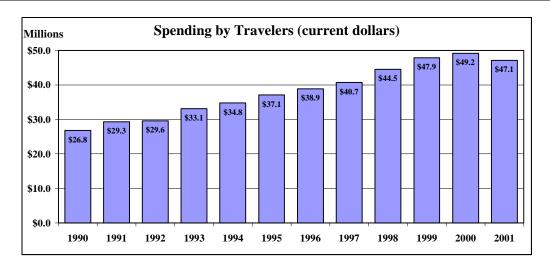
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	758,401	100.0%
Federal Government	373,665	49.3%
BLM	3,271	0.4%
US Forest Service	370,393	48.8%
National Recreation Areas		
National Parks		
National Wildlife Refuge		
USFS & BLM Wilderness Area		
Other*		
State Government	69,818	9.2%
Utah State Parks & Recreation	22,974	3.0%
Utah State Wildlife Reserves	28,094	3.7%
State Trust Lands	18,750	2.5%
American Indian	3,021	0.4%
Private**	311,896	41.1%

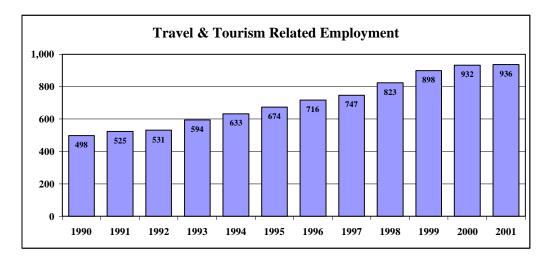
^{*}Includes Military and Bankhead Jones land

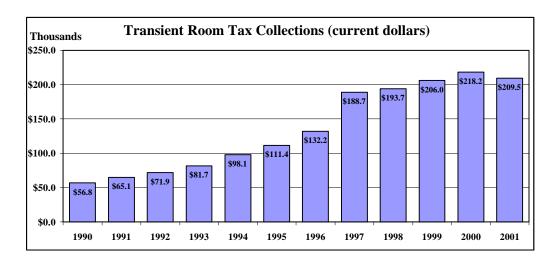


^{**}May include some local government land

Wasatch County Tourism Profile







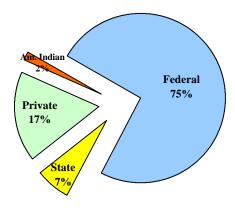


WASHINGTON COUNTY TOURISM PROFILE

County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC	1,750	1,7,7,1	1770	1,7,7	2000	2001(p)	2000 2001	1
Population	78,023	82,078	84,579	88,105	91,104	95,584	4.9%	5
Total Non-Ag Employment	27,901	28,851	30,386	31,914	33,595	35,838	6.7%	6
Non-Ag Avg Monthly Wage	\$1,563	\$1,634	\$1,727	\$1,776	\$1,830	\$1,859	1.6%	24
Per Capita Income	\$16,693	\$17,470	\$17,808	\$18,239	\$18,928	\$19,114	1.0%	14
Unemployment Rate	3.6%	3.3%	3.8%	3.6%	3.2%	3.8%	0.6%	4
1 7								
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$202.6	\$218.3	\$223.2	\$230.4	\$233.2	\$229.8	-1.5%	5
Travel & Tourism Related	3,733	4,009	4,131	4,319	4.415	4,571	3.5%	5
Employment	3,733	4,009	4,131	4,519	4,413	4,571	3.570	,
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	\$4,213	\$4,541	\$4,643	\$4,793	\$4,851	\$4,780	-1.5%	5
Traveler Spending								_
Gross Taxable Room Rents	\$30,564	\$32,202	\$34,112	\$36,471	\$37,946		3.2%	3
Transient Room Tax	\$916.9	\$966.1	\$1,023.4	\$1,094.1	\$1,138.4	\$1,174.8	3.2%	3
Restaurant Tax	\$658.1	\$698.4	\$784.4	\$824.0	\$881.7	\$925.5	5.0%	6
Car Rental Tax			\$8.6	\$260.7	\$123.4	-\$58.4	-147.3%	8
Gross Taxable Retail Sales (millions)	\$954.6	\$994.1	\$1,066.9	\$1,159.5	\$1,237.8	\$1,375.2	11.1%	5
REGIONAL VISITATION COUNTS								
I-15 UT/AZ Traffic Count	5,506,025	5,796,200	6,139,300	6,359,030	6,396,625	6,674,025	4.3%	
SR-89 UT/AZ Traffic Count	669,775	635,830	651,525	693,500	943,525	923,450	-2.1%	
St. George Welcome Center	166,677	185,317	167,690	181,002	190.173		0.7%	
Zion N.P.	2,498,001	2,445,534	2,370,048	2,449,664	2,432,348	. ,	-8.4%	
Bryce Canyon N.P.	1,269,600	1,174,824	1,166,331	1,081,521	1,099,275	1,068,619	-2.8%	
Quail Creek S.P.	380,162	357,077	730,901	826,215	849.034	793,326	-6.6%	
Cedar Breaks N.M.	653,760	608,399	578,974	597,460	/	690,652	25.4%	
Grand Staircase-Escalante N.M.	519,944	788,611	849,628	1,141,131	572,176		19.4%	
Snow Canyon S.P.	649,571	646,204	674,498	612,093	502,107	435,210	-13.3%	
Coral Pink Sand Dunes S.P.	182,704	164,544	188,164	164,893	106,601	131,675	23.5%	
Gunlock S.P.	93,397	67,502	71,212	100,172	76,919	85,365	11.0%	
Mountain Meadows S.H.S.	34,156	41,187	19,227	11,071	17,581	27,428	56.0%	

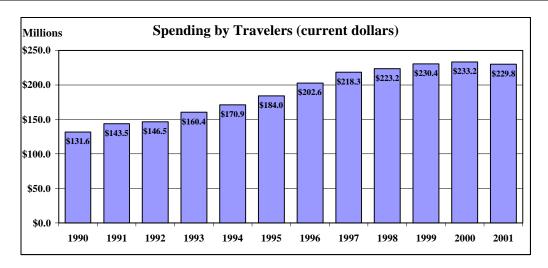
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	1,554,131	100.0%
Federal Government	1,158,477	74.5%
BLM	629,170	40.5%
US Forest Service	345,188	22.2%
National Recreation Areas		
National Parks	132,018	8.5%
National Wildlife Refuge		
USFS & BLM Wilderness Area	52,101	3.4%
Other*		
State Government	103,925	6.7%
Utah State Parks & Recreation	6,297	0.4%
Utah State Wildlife Reserves		
State Trust Lands	97,628	6.3%
American Indian	27,590	1.8%
Private**	264,140	17.0%

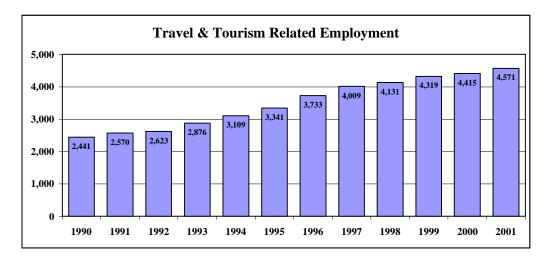
^{*}Includes Military and Bankhead Jones land

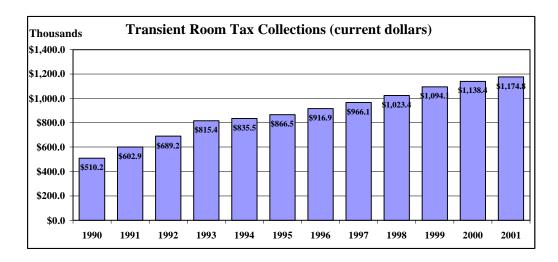


^{**}May include some local government land

Washington County Tourism Profile







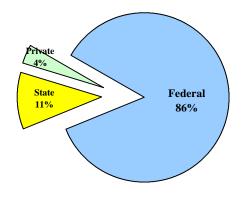


WAYNE COUNTY TOURISM PROFILE

							% Change	State
County Indicator	1996	1997	1998	1999	2000	2001(p)	2000-2001	Ranking
DEMOGRAPHIC								
Population	2,361	2,406	2,421	2,492	2,515	2,509	-0.2%	26
Total Non-Ag Employment	867	923	971	991	1,091	1,122	2.8%	26
Non-Ag Avg Monthly Wage	\$1,176	\$1,360	\$1,405	\$1,463	\$1,491	\$1,572	5.4%	26
Per Capita Income	\$14,517	\$15,737	\$17,703	\$18,560	\$18,756	\$19,570	4.3%	12
Unemployment Rate	5.5%	4.9%	6.1%	5.9%	4.6%	5.3%	0.7%	17
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$12.9	\$11.6	\$13.4	\$12.9	\$13.7	\$12.8	-6.6%	25
Travel & Tourism Related Employment	237	212	249	242	260	255	-1.9%	25
Employment								
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	\$268	\$241	\$280	\$269	\$286	\$267	-6.6%	25
Traveler Spending	φ208	\$241	\$280	\$209	\$280	\$207	-0.070	23
Gross Taxable Room Rents	\$2,577	\$2,735	\$2,950	\$3,170	\$3,373	\$2,815	-16.5%	19
Transient Room Tax	\$77.3	\$82.0	\$88.5	\$95.1	\$101.2	\$84.4	-16.6%	19
Restaurant Tax	\$21.7	\$24.2	\$28.0	\$31.3	\$38.8	\$33.4	-13.9%	22
Car Rental Tax								
Gross Taxable Retail Sales (millions)	\$17.8	\$18.6	\$22.7	\$23.0	\$23.5	\$23.6	0.4%	26
REGIONAL VISITATION COUNTS								
Glen Canyon N.R.A.	2,504,986	2,430,781	2,442,990	2,639,860	2,568,111	2,340,031	-8.9%	
Grand Staircase-Escalante N.M.	519,944	788,611	849,628	1,141,131	572,176	683,286	19.4%	
Capitol Reef N.P.	678,012	625,680	656,026	680,153	612,656	527,760	-13.9%	
Canyonlands N.P.	447,527	432,697	436,524	446,160	401,558	368,592	-8.2%	
Goblin Valley S.P.	67,880	70,829	70,860	82,978	71,110	75,702	6.5%	
Otter Creek S.P.	29,015	20,237	18,381	15,053	20,594	42,633	107.0%	
Anasazi S.P.	99,015	49,307	44,584	42,276	38,560	32,975	-14.5%	

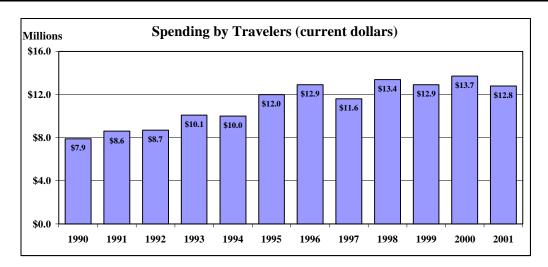
Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	1,577,264	100.0%
Federal Government	1,350,765	85.6%
BLM	893,447	56.6%
US Forest Service	159,976	10.1%
National Recreation Areas	98,370	6.2%
National Parks	198,973	12.6%
National Wildlife Refuge		
USFS & BLM Wilderness Area		
Other*		
State Government	170,904	10.8%
Utah State Parks & Recreation		
Utah State Wildlife Reserves	753	0.0%
State Trust Lands	170,151	10.8%
American Indian		
Private**	55,595	3.5%

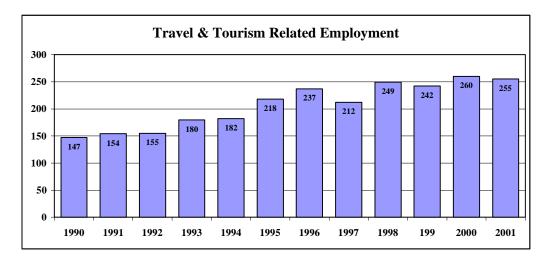
^{*}Includes Military and Bankhead Jones land

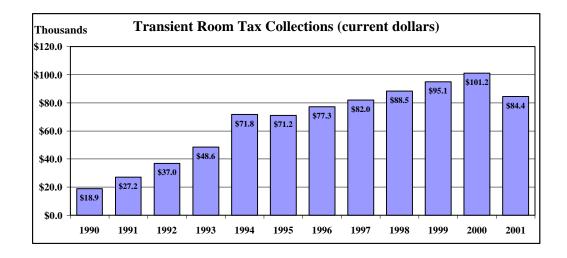


^{**}May include some local government land

Wayne County Tourism Profile





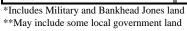


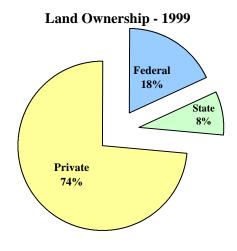


WEBER COUNTY **TOURISM PROFILE**

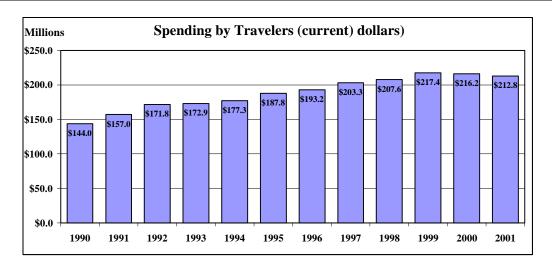
	4006	100-	4000	4000	2000	2001()	% Change	State
County Indicator	1996	1997	1998	1999	2000	2001(p)	2000-2001	Ranking
DEMOGRAPHIC								
Population	182,089	186,993	189,553	193,508	197,541	200,567		4
Total Non-Ag Employment	83,313	86,408	86,315	88,230	88,342	87,185		4
Non-Ag Avg Monthly Wage	\$1,889	\$1,979	\$2,077	\$2,153	\$2,208	\$2,286		6
Per Capita Income	\$20,244	\$21,084	\$21,369	\$21,780	\$22,757	\$22,986	1.0%	6
Unemployment Rate	4.2%	3.9%	4.8%	4.5%	4.2%	5.0%	0.8%	15
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$193.2	\$203.3	\$207.6	\$217.4	\$216.2	\$212.8	-1.6%	6
Travel & Tourism Related	3,562	3,733	3,841	4,075	4,092	4,233	3.4%	6
Employment								
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from	\$4,020	\$4,229	\$4,317	\$4,523	\$4,496	\$4,427	-1.5%	6
Traveler Spending	\$4,020	\$4,229	\$4,317	\$4,323	\$4,490	\$4,427	-1.5%	б
Gross Taxable Room Rents	\$16,251	\$16,992	\$16,348	\$15,936	\$16,857	\$16,877	0.1%	6
Transient Room Tax	\$487.5	\$509.8	\$490.4	\$478.1	\$505.7	\$506.3	0.1%	6
Restaurant Tax	\$1,385.5	\$1,420.5	\$1,469.1	\$1,571.4	\$1,562.0	\$1,568.1	0.4%	4
Car Rental Tax		\$23	\$23.7	\$57.8	\$58.0	\$90.1	55.3%	2
Gross Taxable Retail Sales (millions)	\$2,039.5	\$2,151.3	\$2,264.1	\$2,375.4	\$2,456.6	\$2,507.9	2.1%	4
REGIONAL VISITATION COUNTS								
S.L. Airport Passengers	21,088,482	21,068,314	20,297,371	19,944,556	19,900,770	18,914,891	-5.0%	
Willard Bay S.P.	311,363	276,059	300,702	307,114	340,580	302,189		
Antelope Island S.P.	284,171	264,315	362,128	329,751	343,410	291,163	-11.3%	
Hill Aerospace Museum	192,000	172,000	160,000	159,000	160,000	291,103 NA	-13.2% NA	
Great Salt Lake S.P.	· · · · · ·	460,989	56,585	136,496	· · · · · ·	NA 144,272		
	628,118 110,106	460,989 92,121	83,322	136,496 87,769	142,433 99,617	105,737		
East Canyon S.P. Hyrum S.P.	63,507	48,910	54,383	67,238	74,207	75,000		
Golden Spike N.H.S.		· · · · · ·	,	· · · · · · · · · · · · · · · · · · ·	· · · · · ·	<i>'</i>		
Ft. Buenaventura S.P.	60,484	50,989	46,203	47,012	45,273	44,510	-1.7%	
rt. duenaventura S.P.	41,038	46,866	42,813	44,217	47,441	24,154	-49.1%	

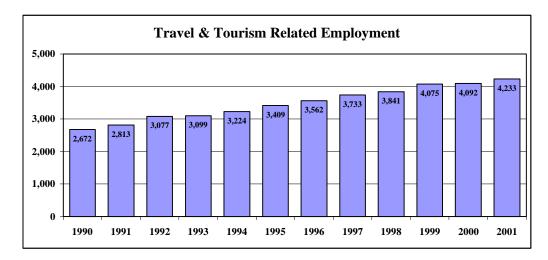
Land Ownership - 1999	No. of Acres	% Total	
Total Acres in County	368,762	100.0%	
Federal Government	66,978	18.2%	
BLM	41	0.0%	
US Forest Service	63,150	17.1%	
National Recreation Areas			
National Parks			
National Wildlife Refuge			
USFS & BLM Wilderness Area			
Other*	3,787	1.0%	
State Government	30,537	8.3%	
Utah State Parks & Recreation			
Utah State Wildlife Reserves	29,170	7.9%	
State Trust Lands	1,367	0.4%	
American Indian			
Private**	271,247	73.6%	





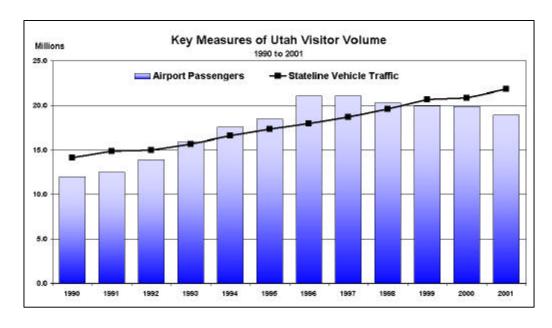
Weber County Tourism Profile

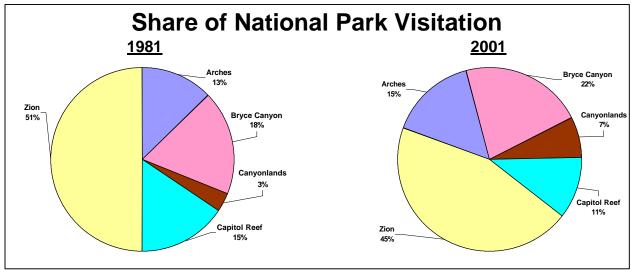






APPENDICIES





Utah Tourism Indicator History Economic Impact Methodology Tax Codes for Utah Tourism Taxes

APPENDIX A
Utah Tourism Indicators: 1981 to 2001

	Travel-Related	Traveler	Hotel Room Rents	National Park	State Park	Salt Lake Int'l. Airport		Traffic Count at Interstat	Hotel/Motel Occupancy
Year	Employment	Spending	(Current \$)	Visits	Visits	Passengers	Skier Visits	Borders	Rates
1981	50,000	\$1,100,000,000	\$113,273,174	2,577,112	6,430,174	4,149,316	2,038,544	N/A	N/A
1982	52,000	\$1,400,000,000	\$124,787,207	2,443,787	6,436,488	5,861,477	2,317,255	N/A	N/A
1983	54,000	\$1,600,000,000	\$140,728,877	2,465,294	5,214,498	7,059,964	2,369,901	N/A	N/A
1984	58,000	\$1,850,000,000	\$161,217,797	2,616,301	4,400,103	7,514,113	2,436,544	N/A	N/A
1985	60,700	\$2,000,000,000	\$165,280,248	2,804,693	4,846,637	8,984,780	2,491,191	N/A	N/A
1986	62,500	\$2,150,000,000	\$175,807,344	3,224,694	5,387,791	9,990,986	2,440,668	N/A	N/A
1987	64,500	\$2,300,000,000	\$196,960,612	3,566,069	5,489,539	10,163,883	2,368,985	N/A	N/A
1988	67,000	\$2,450,000,000	\$220,687,694	3,941,791	5,072,123	10,408,233	2,572,154	N/A	N/A
1989	71,000	\$2,570,000,000	\$240,959,095	4,135,399	4,917,615	11,898,847	2,500,134	N/A	N/A
1990	79,000	\$2,660,000,000	\$261,017,079	4,425,086	5,033,776	11,982,276	2,751,551	14,135,400	63.8%
1991	82,000	\$2,900,000,000	\$295,490,324	4,829,317	5,425,129	12,477,926	2,560,805	14,886,000	69.4%
1992	86,000	\$3,050,000,000	\$312,895,967	5,280,100	5,908,000	13,870,609	2,850,000	14,985,000	70.3%
1993	91,000	\$3,250,000,000	\$352,445,691	5,338,707	6,950,063	15,894,404	2,800,000	15,669,000	71.9%
1994	96,000	\$3,350,000,000	\$378,024,547	5,111,400	6,953,400	17,564,149	3,113,800	16,589,000	73.7%
1995	100,000	\$3,550,000,000	\$429,189,045	5,381,717	7,070,702	18,460,000	2,954,690	17,301,000	73.5%
1996	107,000	\$3,800,000,000	\$477,409,577	5,749,110	7,478,764	21,088,482	3,042,767	17,963,000	73.1%
1997	112,000	\$4,000,000,000	\$519,160,181	5,537,260	7,184,639	21,068,314	3,101,735	18,696,000	68.0%
1998	117,000	\$4,100,000,000	\$540,424,182	5,466,090	6,943,780	20,297,371	3,144,328	19,590,000	63.8%
1999	121,500	\$4,200,000,000	\$545,328,875	5,527,478	6,768,016	19,944,556	2,976,769	20,675,000	61.6%
2000	125,500	\$4,250,000,000	\$567,708,954	5,322,266	6,555,299	19,900,770	3,278,291	20,817,000	60.9%
2001	128,500	\$4,150,000,000	\$578,445,705	4,946,487	6,075,456	18,914,891	2,974,574	21,825,000	59.9%
ercent Cha	nge								
000-2001	2.4%	-2.4%	1.9%	-7.1%	-7.3%	-5.0%	-9.3%	4.8%	-1.0%
981-2001	157.0%	277.3%	410.7%	91.9%	-5.5%	355.9%	45.9%	54.4%	-3.9%
verage Ani	nual Rate of Chang	e							
981-2001	4.8%	6.9%	8.5%	3.3%	-0.3%	7.9%	1.9%	4.0%	67.5%

National Park Recreation Visits: 1981 to 2001

						Total
Year	Arches	Bryce Canyon	Canyonlands	Capitol Reef	Zion	National Parks
1981	326,508	474,092	89,915	397,789	1,288,808	2,577,112
1982	339,415	471,517	97,079	289,486	1,246,290	2,443,787
1983	287,875	472,633	100,022	331,734	1,273,030	2,465,294
1984	345,180	495,104	102,533	296,230	1,377,254	2,616,301
1985	363,464	500,782	116,672	320,503	1,503,272	2,804,693
1986	419,444	578,018	172,987	383,742	1,670,503	3,224,694
1987	468,916	718,342	172,384	428,808	1,777,619	3,566,069
1988	520,455	791,348	212,100	469,556	1,948,332	3,941,791
1989	555,809	808,045	257,411	515,278	1,998,856	4,135,399
1990	620,719	862,659	276,831	562,477	2,102,400	4,425,086
1991	705,882	929,067	339,315	618,056	2,236,997	4,829,317
1992	799,831	1,018,174	395,698	675,837	2,390,626	5,280,166
1993	773,678	1,107,951	434,844	610,707	2,392,580	5,319,760
1994	777,178	1,028,134	429,921	605,324	2,270,871	5,111,428
1995	859,374	994,548	448,769	648,864	2,430,162	5,381,717
1996	856,016	1,269,600	447,527	678,012	2,498,001	5,749,156
1997	858,525	1,174,824	432,697	625,680	2,445,534	5,537,260
1998	837,161	1,166,331	436,524	656,026	2,370,048	5,466,090
1999	869,980	1,081,521	446,160	680,153	2,449,664	5,527,478
2000	786,429	1,099,275	401,558	612,656	2,432,348	5,332,266
2001	754,026	1,068,619	368,592	527,760	2,227,490	4,946,487
Percent Change						
2000-2001	-4.1%	-2.8%	-8.2%	-13.9%	-8.4%	-7.2%
1981-2001	130.9%	125.4%	309.9%	32.7%	72.8%	91.9%
Average Annual I	Rate of Change					
1981-2001	4.3%	4.1%	7.3%	1.4%	2.8%	3.3%

Sources: Utah State Tax Commission, Utah Division of Workforce Services, National Park Service, Utah Division of Parks and Recreation, Salt Lake City Department of Airports, Ski Utah, Utah Department of Transportation, Rocky Mountain Lodging Report and Utah Division of Travel Development

APPENDIX B

Economic Impact Models

Definition of Travel and Tourism

The United Nations Statistical Commission in collaboration with the World Tourism Organization established the preferred global definitions regarding travel and tourism. The basic definition for travel and tourism is "any person traveling to a place outside their usual environment for not more than one consecutive year." This definition thus applies to economic activity from business or vacation purposes, regardless of the duration of the trip (less than a year). Likewise, this definition does not distinguish between a non-resident visitor and a resident visitor. In assessing the economic impact of travel and tourism, a primary consideration is the export factor or residual spending that is brought to a country, state or county from non-resident visitors. From a county perspective, money spent by a tourist from another part of Utah is no different than money spent by a visitor from another state. From a state perspective however, tourism is an export activity only when the spending is by a non-Utah resident. For this reason, the economic impact models used by the Utah Travel Council have considered two different sets of data for assessing statewide versus county-based tourism.

County-based Employment Model

The current county-based employment model (revised 1998) is based on an analysis of SIC employment data at the four digit-level. Data from 1996 was used as a baseline year. A list of ninetyfive travel and tourism-related industries as defined by four-digit SIC codes were selected by a workgroup of economists from the Utah Department of Workforce Services, the Department of Community and Economic Development and the Governor's Office of Planning and Budget. Location quotients and minimum employment calculations for the ninety-five selected industries were calculated for each county. Since misleading conclusions about tourism activity could be inferred from each calculation separately, the average of the two calculations was used to compensate for any underor over-estimating due to local circumstances. In addition, exceptions were made for a few industries that could be considered highly tourism dependent. In order to simplify the analysis, the ratio of travel and tourism employment (as defined by the average indicated above) to total nonagricultural employment

was combined as a weighted average to nineteen broader categories defined by two-digit SIC codes. Consequently, each of the nineteen industry ratios was specific to each county. Since dramatic short-term changes in the ratios as a result of fluctuations in either minimum employment or location quotients are unlikely, simplified ratios could be used to calculate tourism related employment in subsequent years. Periodic revisions to both calculations should be made approximately every three to five years.

Statewide Employment Model

In contrast to county-based models, statewide travel related employment do not allow for intra-state travel. Travel between counties constitutes an export activity at the county level, but the state receives no additional benefit from the travel by a resident of one county to another. Previous year's calculations for statewide tourism employment used aggregated county figures. Current statewide estimates of travel related employment and spending are dependent on statewide location quotients, which are used independent of county figures. The result is a significant departure from past methodology with two separate and distinct calculations: one for the state as a whole, the other for individual counties.

In addition to the direct travel related employment figures, statewide indirect and induced tourism employment was calculated through an Input-Output model by the Governor's Office of Planning and Budget with 1996 as the base year. Ratios between direct travel employment and indirect and induced travel employment were used in subsequent years. Whereas direct tourism employment represents jobs immediately created by tourism spending, indirect and induced employment represent additional employment that occurs as the initial spending ripples through the economy. Indirect and induced jobs are created as travel industry businesses purchase goods and services from local suppliers or as travel and tourism employees spend their salaries on local goods and services. This multiplier effect of buying and selling significantly increases tourism's total economic impact to the state's economy, but should distinguished as an indirect impact, not directly created by traveler spending.

Specific Calculations

• Location Quotients (LQ) – County estimates compared to U.S. estimates

 $LQ = (E_{c.i}/E_{c,Tot}) / (E_{U.S.,i}/E_{U.S.,Tot})$ E = Employment

c = County (Utah)i = Industry (SIC Code)

% export related = (LQ-1) / LQ

Tot = Total Employment

Minimum Employment – Calculation assumes that over twelve months, the low point in employment is the
minimum requirement to service the local population and the difference between the month of minimum
employment and the month of maximum employment represents the employment base necessary to service the
non-resident or tourist population.

Minimum requirement % = (Max. - Min.) / Max.

Minimum requirements % less than 1 = export based employment

- Tourism employment = ((minimum requirement % + LQ %) / 2) * average nonfarm employment
- Using weighted averages, the proportion of tourism related employment is estimated for nineteen industries two-digit SIC codes.
- County specific modifications
 - 1. Only location quotients were used due to a relative lack of seasonality in four counties: Grand, Iron, Summit and Washington.
 - 2. Certain SIC codes were considered highly tourism dependent and calculations were modified to reflect this dependency.

4121 Taxicabs 7011 Hotels and Motels

4512 Air Transportation, scheduled 7514 Car Rentals

4724 Travel Agencies 7999 Amusement and Recreation, NEC

4725 Tour Operators

3. Eating and drinking (SIC 58) is a tourism dependent industry depending on the county, and is also subject to variations according to urban or rural classification (rural Utah residents frequent eating and drinking establishments at rates below the national average). As a result, SIC 58 was modified for all non-metro counties (all but Salt Lake, Weber, Utah, and Davis) to reflect minimum requirements – and thus seasonality – rather than the LQ – minimum average. Based on American Express traveler expenditure data for business travelers, SIC 58 was altered in Salt Lake County to reflect 25% travel related employment in order to capture business travel impacts that would not otherwise be included in the models.

Statewide Spending Model

Total statewide traveler spending is generated through a "bottom-up" model. Estimates are first made for total non-resident visitation based on airport passenger counts and vehicle traffic counts at state borders along Interstates and major highways. This estimate is then multiplied by the average stay and per-day spending to determine a preliminary estimate of total traveler spending. Both length of stay and per-day spending estimates are taken from traveler profile surveys. The preliminary estimate is compared to visitation counts at destinations throughout the state, tax data, occupancy rates and anecdotal experience from the state's various industry partners to ensure consistency and accuracy.

If necessary, revisions are made to reflect the additional input. The revised estimate of statewide traveler spending is subject to peer review by members of the Governor's Council of Economic Advisors.

County Traveler Spending Model

County estimates for traveler spending are determined based on the assumption that traveler spending and employment are directly proportional. That is, each additional travel related job creates an additional (\$X) amount of traveler spending. Using the county-based estimates for travel related employment, distribution percentages are calculated for each county. The distribution estimates are

simply the ratio of the number of travel related jobs in a given county divided by the aggregation of travel-related jobs in all counties. For example, the 5,340 travel-related jobs in Davis County in 2000 represented 6.6% of travel related jobs in all counties (5,340 / 80,500). Davis County accounts for 6.6% of total travel related employment in Utah. According to the assumption of a direct correlation between traveler spending and employment, Davis County would also account for 6.6% of total traveler spending. Thus, applying the 6.6% distribution ratio to the statewide estimate for traveler spending produces the Davis County estimate for traveler spending (\$4,250 million * 6.6% = \$282 million). Similar calculations are used for each of Utah's twenty-nine counties.

Statewide Tax Impact Model

Historic and current data from several national tourism economic impact models suggest that state and local tax collections reflect an average tax rate of approximately 8% of traveler spending. Previous estimates had placed the tax rate at a slightly lower 7.3%. Therefore, to make the Utah data more consistent with other national sources, the 1999 edition revised state and local tax contributions from 7.3% to 8.0%. Based on Utah's tax distribution system, the local tax portion of the total remains at an estimated 26% of total tax revenues. The remaining 74% is allocated to the State.

County Local Tax Impact Model

Similar to the county traveler spending model, the county local tax impact model assumes a relationship between traveler spending, tax impacts and employment. Since local tax impacts can be seen simply as a percentage of county traveler spending, the same distribution ratio that was used to calculate county traveler spending is used to calculate county local tax impacts. Another way of arriving at the same calculation is to assume that the historic 8% tax rate on traveler spending applies at the county level. Therefore, the county's local tax impact could be calculated by first applying the 8.0% tax rate to county estimates of traveler spending. Then, the full tax revenue estimate is separated into its local component (26%) producing the local tax impact. Either calculation results in the same number.

Non-Resident Visitation Model

The methodology for computing total non-resident visitation was more precisely defined in the 1999 edition. Whereas prior estimates were based on a combination of vehicle traffic along the state's major highways and Interstates and air traffic at Salt Lake International Airport, the 1999 edition more precisely

limits the scope of vehicle traffic counts to the top fifteen highways and Interstates. In addition, estimates for non-resident traffic and the number of persons per vehicle were updated with the most recent information available, replacing prior estimates from 1995. Prior year estimates remain unchanged since the new methodology does not significantly alter the results. International visitation data are based on recent surveys of international visitation to national parks and visitation trends as reported by the U.S. Department of Commerce's In-Flight Survey. The In-Flight Survey visitation numbers for Utah are a good indication of general tourism trends, but due to sampling issues total Utah visitation is likely underestimated. Other survey data suggest a more accurate visitation number that is roughly 30% percent higher than estimates published in the *In-Flight Survey*. The published figures in this report reflect an upward revision designed to correct for the sampling error.

Source of data

Much of the data in this report comes directly from the various responsible agencies: the Utah Tax Commission, the National Park Service, the Utah Department of Transportation, etc. All data are for the respective calendar years and may, therefore, differ from reports which show fiscal year data. One exception is the category "skier visits." Skier visitation numbers are generally recorded during a ski season, which begins in November of one year and continues through April or May of the following year. For this reason, the ski figures reported in the 2001 edition would actually indicate skier visits from November of 2000 through May of 2001.

Caveat Emptor

The intent of this report is to provide accurate and useful information to evaluate the economic impact of travel and tourism on the state and on each of Utah's 29 counties. However, this report is not meant to provide an evaluation of whether counties should or should not engage in tourism development based on the economic benefits derived from tax collections, employment or business receipts. While the figures included in this report may provide useful information in evaluating existing or potential tourism development, a more inclusive community assessment that focuses on the entire tourism system is necessary before strategic planning or development decisions can be made. For additional information, please visit the Utah Department of Travel Development's website at www.utah.org/travel.

Visitation figures are often just estimates by the reporting agency. Agencies do their best to report

accurate visitation statistics, but numbers may vary due to outside influences such as traffic counter failure or changing estimating techniques. For example, traffic counter failure explains a precipitous drop in visitation at Goosenecks State Park in 1997. Likewise, anomalies in the number of reporting properties may disproportionately affect total Transient Room Tax (TRT) in small counties. For example, Emery County TRT reportedly dropped over 170% between 1996 and 1997 to show a

negative amount in 1997. Confusion over county boundaries accounted for erroneous tax collections in Emery County in 1996. The error was corrected in 1997 by transferring TRT collections to Grand County from Emery County.

Please take into consideration the appropriate methodological and statistical limitations in reporting and applying information contained in this report.

Standard Industrial Classification Codes for Travel and Tourism

Code	Industry	Code	Industry
4119	Local Passenger Transportation, NEC	7021	Rooming & Boarding Houses
4121	Taxicabs	7032	Sporting & Recreational Camps
4131	Intercity Highway Transportation	7033	Trailer Parks & Campsites
4141	Local Passenger Charter Service	7041	Membership-Basis Organization Hotels
4142	Charter Service, except Local	7211	Power Laundries, Family & Commercial
4482	Ferries	7212	Garment Pressing & Cleaners' Agents
4489	Water Transportation of Passengers, NEC	7213	Linen Supply
4493	Marinas	7215	Coin-Operated Laudries & Cleaning
4512	Air Transportation, Scheduled	7216	Dry Cleaning Plants, except Rug
4522	Air Transportation, Non-scheduled	7217	Carpet & Upholstery Cleaning
4581	Airports, Flying Fields & Services	7241	Barber Shops
4724	Travel Agencies	7251	Shoe Repair & Shoeshine Parlors
4725	Tour Operators	7219	Laundry & Garment Services, NEC
4729	Passenger Transport Arrangement, NEC	7221	Photographic Studios, Portrait
4789	Transportation Services, NEC	7299	Miscellaneous Personal Services
5411	Grocery Stores	7513	Truck Rental & Leasing
5421	Meat & Fish Markets	7514	Passenger Car Rental
5431	Fruit Stores & Vegetable Markets	7515	Passenger Car Leasing
5441	Candy, Nut & Confectionery Stores	7519	Utility Trailer Rental
5451	Dairy Product Stores	7521	Automobile Parking
5461	Retail Bakeries	7533	Auto Exhaust System Repair Shops
5499	Miscellaneous Food Stores	7534	Tire Retreading & Repair Shops
5531	Auto & Home Supply Stores	7536	Automotive Glass Replacement Shops
5541	Gasoline Service Stations	7537	Automotive Transmission Repair Shops
5551	Boat Dealers	7538	General Automotive Repair Shops
5561	Recreation & Utility Trailer Dealers	7539	Automotive Repair Shops, NEC
5599	Automotive Dealers, NEC	7542	Car Washes
5611	Men's & Boy's Clothing & Furnishings	7549	Automotive Services, NEC
5621	Women's Ready-to-Wear Stores	7832	Motion Picture Theaters, except Drive-ins
5632	Women's Accessory & Specialty Stores	7833	Drive-in Motion Picture Theaters
5641	Children's & Infants' Wear Stores	7841	Video Tape Rental
5651	Family Clothing Stores	7929	Entertainers & Entertainment Groups
5661	Shoe Stores	7933	Bowling Alleys
5699	Misc. Apparel & Accessory Stores	7941	Sports Clubs & Promoters
5812	Eating Places	7948	Racing, including Track Operation
5813	Drinking Places	7992	Public Golf Courses
5912	Drug Stores & Proprietary Stores	7993	Coin-operated Amusement Devices
5921	Liquor Stores	7996	Amusement Parks
5932	Used Merchandise Stores	7997	Membership Sports & Recreation Clubs
5941	Sporting Goods & Bicycle Shops	7999	Amusement & Recreation, NEC
5942	Book Stores	8011	Physicians
5943	Stationery Stores	8049	Health Practitioners, NEC
5944	Jewelry Stores	8062	General Medical & Surgical Hospitals
5945	Hobby, Toy & Game Shops	8412	Museums & Art Galleries
5946	Camera & Photography Supply Stores	8422	Botanical & Zoological Gardens
5947	Gift, Novelty & Souvenir Shops	9211	Courts
5978	Luggage & Leather Goods Stores	9211	Police Protection
5993	Tobacco Stores & Stands	9224	Fire Protection
5994	News Dealers & Newsstands	9229	Public Order & Safety, NEC
6531	Real Estate Agents & Managers	9511	Air & Water & Solid Waste Management
7011	Hotels & Motels	9512	Land, Mineral & Wildlife Conservation

APPENDIX C

Tax Codes on Tourism Taxes

Transient Room Tax

Title 17 - Counties

Title 17, Chapter 31 – Recreational, Tourist, and Convention Bureaus

17-31-2. Purposes of transient room tax -- Purchase or lease of facilities -- Mitigating impacts of recreation, tourism, or conventions -- Issuance of bonds.

- (1) Any county legislative body may impose the transient room tax provided for in Section **59-12-301** for the purposes of:
 - (a) establishing and promoting recreation, tourism, film production, and conventions;
- (b) acquiring, leasing, constructing, furnishing, or operating convention meeting rooms, exhibit halls, visitor information centers, museums, and related facilities;
 - (c) acquiring or leasing land required for or related to the purposes listed in Subsection (1)(b); and
- (d) as required to mitigate the impacts of recreation, tourism, or conventions in counties of the fourth, fifth, and sixth class, paying for:
 - (i) solid waste disposal operations;
 - (ii) emergency medical services;
 - (iii) search and rescue activities; and
 - (iv) law enforcement activities.
- (2) A county may use not more than 1/3 of the proceeds of the transient room tax provided in Section **59-12-301** for any combination of the following purposes:
 - (a) (i) acquiring, leasing, constructing, furnishing, maintaining, or operating:
 - (A) convention meeting rooms;
 - (B) exhibit halls;
 - (C) visitor information centers;
 - (D) museums; and
 - (E) related facilities; and
 - (ii) acquiring or leasing land required for or related to the purposes described in Subsection (2)(a)(i);
- (b) as required to mitigate the impacts of recreation, tourism, or conventions in counties of the fourth, fifth, and sixth class, to pay for:
 - (i) solid waste disposal operations;
 - (ii) emergency medical services;
 - (iii) search and rescue activities; and
 - (iv) law enforcement activities; or
- (c) making the annual payment of principal, interest, premiums, and necessary reserves for any or the aggregate of bonds authorized under Subsection (3).
- (3) (a) The county legislative body may issue bonds or cause bonds to be issued, as permitted by law, to pay all or part of any costs incurred for the purposes set forth in Subsection (2)(a) or (b) that are permitted to be paid from bond proceeds.
- (b) When the proceeds of the transient room tax provided in Section **59-12-301** are not needed for payment of principal, interest, premiums, and reserves on bonds issued as provided in Subsection (2)(c), the county legislative body shall use those proceeds as provided in Subsection (1), subject to the limitation of Subsection (2).

Amended by Chapter 159, 2001 General Session

17-31-3. Reserve fund authorized -- Use of collected funds.

The county legislative body may create a reserve fund and any funds collected but not expended during any fiscal year shall not revert to the general fund of the governing bodies but shall be retained in a special fund to be used in

accordance with Sections 17-31-2 through 17-31-5.

Amended by Chapter 79, 1996 General Session

17-31-4. General powers of board.

The county legislative body may do and perform any and all other acts and things necessary, convenient, desirable, or appropriate to carry out the provisions of Sections 17-31-2 through 17-31-5.

Amended by Chapter 79, 1996 General Session

17-31-5.5. Independent audit.

The legislative body of each county imposing the transient room tax provided for in Section **59-12-301** shall annually engage an independent auditor to perform an audit to verify that transient room tax funds are used only as authorized by this chapter and to report the findings of the audit to the county legislative body.

Enacted by Chapter 270, 1996 General Session

17-31-8. Tourism tax advisory boards.

- (1) (a) Except as provided in Subsection (1)(b), any county that collects the following taxes shall operate a tourism tax advisory board:
 - (i) the transient room tax allowed under Section 59-12-301; or
 - (ii) the tourism, recreation, cultural, and convention facilities tax allowed under Section 59-12-603.
- (b) Notwithstanding Subsection (1)(a), a county is exempt from Subsection (1)(a) if the county has an existing board, council, committee, convention visitor's bureau, or body that substantially conforms with Subsections (2), (3), and (4).
 - (2) A tourism tax advisory board created under Subsection (1) shall consist of at least five members.
 - (3) A tourism tax advisory board shall be composed of any of the following members that:
 - (a) are residents of the county; and
 - (b) represent the local:
 - (i) hotel and lodging industry;
 - (ii) restaurant industry;
 - (iii) recreational facilities;
 - (iv) convention facilities;
 - (v) museums;
 - (vi) cultural attractions; or
 - (vii) other tourism-related industries.
- (4) A tourism tax advisory board shall advise the county legislative body on the best use of revenues collected from:
 - (a) the transient room tax allowed under Section 59-12-301; and
 - (b) the tourism, recreation, cultural, and convention facilities tax allowed under Section 59-12-603.
 - (5) A member of any county tourism tax advisory board:
 - (a) may not receive compensation or benefits for the member's services; and
 - (b) may receive per diem and expenses incurred in the performance of the member's official duties.

Enacted by Chapter 159, 2001 General Session

Title 59 – Revenue and Taxation

Title 59, Chapter 12 – Sales and Use Tax Act

59-12-301. Transient room tax -- Rate -- Imposition or repeal of tax -- Tax rate change -- Effective date -- Notice requirements.

(1) (a) Any county legislative body may impose a transient room tax not to exceed 3% of the rent for every

occupancy of a suite or room:

- (i) on the following entities doing business as motor courts, motels, hotels, inns, or providing similar public accommodations:
 - (A) a person;
 - (B) a company;
 - (C) a corporation; or
 - (D) a person, group, or organization similar to Subsections (1)(a)(i)(A) through (C); and
 - (ii) if the suite or room is regularly rented for less than 30 consecutive days.
- (b) A county legislative body imposing a tax under this part shall impose the tax on the rents described in Subsection (1)(a) relating to the Olympic Winter Games of 2002 made to or by an organization exempt from federal income taxation under Section 501(c)(3), Internal Revenue Code, except for rents described in Subsection (1)(a):
 - (i) paid for in full by the Salt Lake Organizing Committee for the Olympic Winter Games of 2002;
 - (ii) exclusively used by:
- (A) an officer, a trustee, or an employee of the Salt Lake Organizing Committee for the Olympic Winter Games of 2002; or
 - (B) a volunteer supervised by the Salt Lake Organizing Committee for the Olympic Winter Games of 2002; and
- (iii) for which the Salt Lake Organizing Committee for the Olympic Winter Games of 2002 does not receive reimbursement.
 - (2) Subject to Subsection (3), a county legislative body:
 - (a) may increase or decrease the transient room tax; and
 - (b) shall regulate the transient room tax by ordinance.
 - (3) (a) For purposes of this Subsection (3):
 - (i) "Annexation" means an annexation to a county under Title 17, Chapter 2, Annexation to County.
 - (ii) "Annexing area" means an area that is annexed into a county.
- (b) (i) If, on or after May 1, 2000, a county enacts or repeals a tax or changes the rate of a tax under this part, the enactment, repeal, or change shall take effect:
 - (A) on the first day of a calendar quarter; and
- (B) after a 75-day period beginning on the date the commission receives notice meeting the requirements of Subsection (3)(b)(ii) from the county.
 - (ii) The notice described in Subsection (3)(b)(i)(B) shall state:
 - (A) that the county will enact or repeal a tax or change the rate of a tax under this part;
 - (B) the statutory authority for the tax described in Subsection (3)(b)(ii)(A);
 - (C) the effective date of the tax described in Subsection (3)(b)(ii)(A); and
- (D) if the county enacts the tax or changes the rate of the tax described in Subsection (3)(b)(ii)(A), the new rate of the tax.
- (c) (i) If, for an annexation that occurs on or after May 1, 2000, the annexation will result in a change in the rate of a tax under this part for an annexing area, the change shall take effect:
 - (A) on the first day of a calendar quarter; and
- (B) after a 75-day period beginning on the date the commission receives notice meeting the requirements of Subsection (3)(c)(ii) from the county that annexes the annexing area.
 - (ii) The notice described in Subsection (3)(c)(i)(B) shall state:
- (A) that the annexation described in Subsection (3)(c)(i) will result in a change in the rate of a tax under this part for the annexing area;
 - (B) the statutory authority for the tax described in Subsection (3)(c)(ii)(A);
 - (C) the effective date of the tax described in Subsection (3)(c)(ii)(A); and
 - (D) the new rate of the tax described in Subsection (3)(c)(ii)(A).

Amended by Chapter 11, 2001 Special Session 1

59-12-302. Collection of tax -- Penalties -- Commission to interpret, audit, and adjudicate transient room tax.

(1) The transient room tax shall be levied at the same time and collected in the same manner as provided in Part 2, except that notwithstanding Section **59-12-206**, each county may collect the tax imposed by it and need not transmit it to the commission or contract with the commission to collect it. The amount collected shall be reported to the commission as provided in Section **59-12-207**.

- (2) The tax ordinance adopted by a county pursuant to Section **59-12-301** may include provisions for the imposition of penalties and interest if a person or entity required to pay transient room taxes under this section fails to timely remit the transient room taxes to the collecting agent. A county legislative body may not establish penalties and interest by ordinance that exceed the penalties and interest rates authorized for the commission in Sections **59-1-401** and **59-1-402**.
- (3) A county may adopt an ordinance imposing penalties and interest under Subsection (2) only if the county does not contract with the commission to collect the tax.
- (4) If a county elects to collect the tax as provided in Subsection (1), the commission shall interpret, audit, and adjudicate the tax imposed under this part.

Amended by Chapter 305, 1997 General Session

Tourism, Recreation, Cultural and Convention Facilities (TRCC) Tax

Title 59 – Revenue and Taxation Title 59, Chapter 12 – Sales and Use Tax Act

59-12-601. Purpose statement.

- (1) The Utah Legislature finds and declares that:
- (a) the development of tourism, recreation, cultural, and convention facilities throughout Utah is necessary to insure continued growth in the tourism, recreation, and convention industry in Utah;
- (b) modern and state-of-the-art tourism, recreation, cultural, and convention facilities would attract tourists, recreation, and convention business in a substantially greater amount than facilities that are obsolete or do not otherwise fill the needs of such business:
- (c) available sources of assistance and capital in the individual counties are inadequate by themselves without state assistance to assure necessary development of tourism, recreation, cultural, and convention facilities;
- (d) other states have programs of aid to their political subdivisions to foster the development of tourism, recreation, cultural, and convention facilities; and
- (e) fostering the development of tourism, recreation, cultural, and convention facilities is a state purpose affecting the welfare of all state citizens and the growth of the economy statewide.
- (2) It is therefore the purpose of this part that the state provide a means to foster the development of tourism, recreation, cultural, and convention facilities in order to further the welfare of the citizens of the state and its economic growth.

Amended by Chapter 265, 1991 General Session

59-12-602. Definitions.

As used in this part:

- (1) "Convention facility" means any publicly owned or operated convention center, sports arena, or other facility at which conventions, conferences, and other gatherings are held and whose primary business or function is to host such conventions, conferences, and other gatherings.
- (2) "Cultural facility" means any publicly owned or operated museum, theater, art center, music hall, or other cultural or arts facility.
- (3) "Recreation facility" or "tourist facility" means any publicly owned or operated park, campground, marina, dock, golf course, water park, historic park, monument, planetarium, zoo, bicycle trails, and other recreation or tourism-related facility.
- (4) (a) "Restaurant" includes any coffee shop, cafeteria, luncheonette, soda fountain, or fast-food service where food is prepared for immediate consumption.
 - (b) "Restaurant" does not include:
 - (i) any retail establishment whose primary business or function is the sale of fuel or food items for off-premise,

but not immediate, consumption; and

(ii) a theater that sells food items, but not a dinner theater.

Amended by Chapter 248, 1995 General Session

59-12-603. County tax -- Bases -- Rates -- Use of revenues -- Collection -- Adoption of ordinance required -- Administration -- Distribution -- Enactment or repeal of tax or tax rate change -- Effective date -- Notice requirements.

- (1) In addition to any other taxes, a county legislative body may, as provided in this part, impose a tourism, recreation, cultural, and convention tax as follows:
- (a) (i) a county legislative body of any county may impose a tax of not to exceed 3% on all short-term leases and rentals of motor vehicles not exceeding 30 days, except for leases and rentals of motor vehicles made for the purpose of temporarily replacing a person's motor vehicle that is being repaired pursuant to a repair or an insurance agreement;
- (ii) beginning on or after January 1, 1999, a county legislative body of any county imposing a tax under Subsection (1)(a)(i) may, in addition to imposing the tax under Subsection (1)(a)(i), impose a tax of not to exceed 4% on all short-term leases and rentals of motor vehicles not exceeding 30 days, except for leases and rentals of motor vehicles made for the purpose of temporarily replacing a person's motor vehicle that is being repaired pursuant to a repair or an insurance agreement;
- (b) a county legislative body of any county may impose a tax of not to exceed 1% of all sales of prepared foods and beverages that are sold by restaurants; and
- (c) a county legislative body of any county may impose a tax of not to exceed 1/2% of the rent for every occupancy of a suite or room:
- (i) on the following entities doing business as motor courts, motels, hotels, inns, or providing similar public accommodations:
 - (A) a person;
 - (B) a company;
 - (C) a corporation; or
 - (D) a person, group, or organization similar to Subsections (1)(c)(i)(A) through (C); and
 - (ii) if the suite or room is regularly rented for less than 30 consecutive days.
- (2) The revenue from the imposition of the taxes provided for in Subsections (1)(a) through (c) may be used for the purposes of financing tourism promotion, and the development, operation, and maintenance of tourist, recreation, cultural, and convention facilities as defined in Section **59-12-602**.
- (3) The tax imposed under Subsection (1)(c) shall be in addition to the transient room tax imposed under Part 3, Transient Room Tax, and may be imposed only by a county of the first class.
- (4) (a) A tax imposed under this part shall be levied at the same time and collected in the same manner as provided in Part 2, Local Sales and Use Tax Act, except that the collection and distribution of the tax revenue is not subject to the provisions of Subsection **59-12-205**(2).
- (b) A tax imposed under this part may be pledged as security for bonds, notes, or other evidences of indebtedness incurred by a county under Title 11, Chapter 14, Utah Municipal Bond Act, to finance tourism, recreation, cultural, and convention facilities.
- (5) (a) In order to impose the tax under Subsection (1), each county legislative body shall annually adopt an ordinance imposing the tax.
- (b) (i) The ordinance under Subsection (5)(a) shall include provisions substantially the same as those contained in Part 1, Tax Collection, except that the tax shall be imposed only on those items and sales described in Subsection (1).
- (ii) A county legislative body imposing a tax under this part shall impose the tax as provided in this section on the leases, rentals, and sales described in Subsection (1) relating to the Olympic Winter Games of 2002 made to or by an organization exempt from federal income taxation under Section 501(c)(3), Internal Revenue Code, except for leases, rentals, and sales described in Subsection (1):
 - (A) paid for in full by the Salt Lake Organizing Committee for the Olympic Winter Games of 2002;
 - (B) exclusively used by:
- (I) an officer, a trustee, or an employee of the Salt Lake Organizing Committee for the Olympic Winter Games of 2002; or
 - (II) a volunteer supervised by the Salt Lake Organizing Committee for the Olympic Winter Games of 2002; and

- (C) for which the Salt Lake Organizing Committee for the Olympic Winter Games of 2002 does not receive reimbursement.
- (c) The name of the county as the taxing agency shall be substituted for that of the state where necessary, and an additional license is not required if one has been or is issued under Section **59-12-106**.
- (6) In order to maintain in effect its tax ordinance adopted under this part, each county legislative body shall, within 30 days of any amendment of any applicable provisions of Part 1, Tax Collection, adopt amendments to its tax ordinance to conform with the applicable amendments to Part 1, Tax Collection.
 - (7) The commission shall:
 - (a) administer, collect, and enforce the tax authorized under this part pursuant to:
- (i) the same procedures used to administer, collect, and enforce the sales and use tax under Part 1, Tax Collection; and
 - (ii) Chapter 1, General Taxation Policies;
- (b) (i) except as provided in Subsection (7)(c), for a tax under this part other than the tax under Subsection (1)(a)(ii), distribute the revenues to the county imposing the tax; and
- (ii) except as provided in Subsection (7)(c), for a tax under Subsection (1)(a)(ii), distribute the revenues according to the distribution formula provided in Subsection (8); and
- (c) deduct from the distributions under Subsection (7)(b) an administrative charge for collecting the tax as provided in Section **59-12-206**.
- (8) The commission shall distribute the revenues generated by the tax under Subsection (1)(a)(ii) to each county collecting a tax under Subsection (1)(a)(ii) according to the following formula:
- (a) the commission shall distribute 70% of the revenues based on the percentages generated by dividing the revenues collected by each county under Subsection (1)(a)(ii) by the total revenues collected by all counties under Subsection (1)(a)(ii); and
- (b) the commission shall distribute 30% of the revenues based on the percentages generated by dividing the population of each county collecting a tax under Subsection (1)(a)(ii) by the total population of all counties collecting a tax under Subsection (1)(a)(ii).
 - (9) (a) For purposes of this Subsection (9):
 - (i) "Annexation" means an annexation to a county under Title 17, Chapter 2, Annexation to County.
 - (ii) "Annexing area" means an area that is annexed into a county.
- (b) (i) If, on or after May 1, 2000, a county enacts or repeals a tax or changes the rate of a tax under this part, the enactment, repeal, or change shall take effect:
 - (A) on the first day of a calendar quarter; and
- (B) after a 75-day period beginning on the date the commission receives notice meeting the requirements of Subsection (9)(b)(ii) from the county.
 - (ii) The notice described in Subsection (9)(b)(i)(B) shall state:
 - (A) that the county will enact or repeal a tax or change the rate of a tax under this part;
 - (B) the statutory authority for the tax described in Subsection (9)(b)(ii)(A);
 - (C) the effective date of the tax described in Subsection (9)(b)(ii)(A); and
- (D) if the county enacts the tax or changes the rate of the tax described in Subsection (9)(b)(ii)(A), the new rate of the tax.
- (c) (i) If, for an annexation that occurs on or after May 1, 2000, the annexation will result in a change in the rate of a tax under this part for an annexing area, the change shall take effect:
 - (A) on the first day of a calendar quarter; and
- (B) after a 75-day period beginning on the date the commission receives notice meeting the requirements of Subsection (9)(c)(ii) from the county that annexes the annexing area.
 - (ii) The notice described in Subsection (9)(c)(i)(B) shall state:
- (A) that the annexation described in Subsection (9)(c)(i) will result in a change in the rate of a tax under this part for the annexing area;
 - (B) the statutory authority for the tax described in Subsection (9)(c)(ii)(A);
 - (C) the effective date of the tax described in Subsection (9)(c)(ii)(A); and
 - (D) the new rate of the tax described in Subsection (9)(c)(ii)(A).

Motor Vehicle Rental Tax

Title 59 – Revenue and Taxation Title 59, Chapter 12 – Sales and Use Tax Act

59-12-1201. Motor vehicle rental tax -- Rate -- Exemptions -- Collection -- Deposits.

- (1) (a) Except as provided under Subsection (2), there is imposed a tax of 2.5% on all short-term leases and rentals of motor vehicles not exceeding 30 days.
- (b) The tax imposed in this section is in addition to all other state, county, or municipal fees and taxes imposed on rentals of motor vehicles.
- (c) A tax under this part shall be imposed on the short-term leases and rentals described in Subsection (1)(a) relating to the Olympic Winter Games of 2002 made to or by an organization exempt from federal income taxation under Section 501(c)(3), Internal Revenue Code, except for short-term leases and rentals described in Subsection (1)(a):
 - (i) paid for in full by the Salt Lake Organizing Committee for the Olympic Winter Games of 2002;
 - (ii) exclusively used by:
- (A) an officer, a trustee, or an employee of the Salt Lake Organizing Committee for the Olympic Winter Games of 2002: or
 - (B) a volunteer supervised by the Salt Lake Organizing Committee for the Olympic Winter Games of 2002; and
- (iii) for which the Salt Lake Organizing Committee for the Olympic Winter Games of 2002 does not receive reimbursement.
 - (2) A motor vehicle is exempt from the tax imposed under Subsection (1) if:
 - (a) the motor vehicle is registered for a gross laden weight of 12,001 or more pounds;
 - (b) the motor vehicle is rented as a personal household goods moving van; or
- (c) the lease or rental of the motor vehicle is made for the purpose of temporarily replacing a person's motor vehicle that is being repaired pursuant to a repair agreement or an insurance agreement.
- (3) (a) The commission shall administer, collect, and enforce the tax authorized under this section pursuant to the same procedures used in the administration, collection, and enforcement of the sales and use tax under Title 59, Chapter 12, Part 1, Tax Collection, and Title 59, Chapter 1, General Taxation Policies.
- (b) The commission may retain a maximum of 1-1/2% of the tax collected under this section for the costs of rendering its services under this section.
- (c) Except as provided under Subsection (3)(b), all revenue received by the commission under this section shall be deposited daily with the state treasurer and credited monthly to the Transportation Corridor Preservation Revolving Loan Fund under Section 72-2-117.
- (4) The tax under this section is not subject to the distribution of tax revenues provided under Sections **59-12-205** and **59-12-103**.

Amended by Chapter 291, 1998 General Session Amended by Chapter 270, 1998 General Session

Resort Communities Sales Tax

Title 59 – Revenue and Taxation Title 59, Chapter 12 – Sales and Use Tax Act

59-12-401. Resort communities tax -- Base -- Rate -- Collection fees.

- (1) (a) Except as provided in Subsection (1)(b), and in addition to other sales taxes, a city or town in which the transient room capacity is greater than or equal to 66% of the permanent census population may impose a sales tax of up to 1% on the transactions described in Subsection **59-12-103**(1).
 - (b) Notwithstanding Subsection (1)(a), a city or town may not impose a tax under this section on:
 - (i) wholesale sales;
 - (ii) the sale of a single item for which consideration paid is \$2,500 or more;

- (iii) the sales and uses described in Section **59-12-104** to the extent the sales and uses are exempt from taxation under Section **59-12-104**; and
 - (iv) any amounts paid or charged by a vendor that collects a tax under Subsection 59-12-107(1)(b).
- (2) (a) An amount equal to the total of any costs incurred by the state in connection with the implementation of Subsection (1) which exceed, in any year, the revenues received by the state from its collection fees received in connection with the implementation of Subsection (1) shall be paid over to the state General Fund by the cities and towns which impose the tax provided for in Subsection (1).
- (b) Amounts paid under Subsection (2)(a) shall be allocated proportionally among those cities and towns according to the amount of revenue the respective cities and towns generate in that year through imposition of that tax

Amended by Chapter 253, 2000 General Session

59-12-402. Additional resort communities sales tax -- Base -- Rate -- Collection fees -- Resolution and voter approval requirements -- Election requirements -- Notice requirements -- Ordinance requirements.

- (1) (a) Except as provided in Subsection (1)(b), and subject to the limitations of Subsections (2) through (6), the governing body of a municipality in which the transient room capacity is greater than or equal to 66% of the permanent census population may, in addition to the sales tax authorized under Section **59-12-401**, impose an additional resort communities sales tax in an amount that is less than or equal to 1/2% on the transactions described in Subsection **59-12-103**(1).
- (b) Notwithstanding Subsection (1)(a), the governing body of a municipality may not impose a tax under this section on:
 - (i) wholesale sales:
 - (ii) the sale of a single item for which consideration paid is \$2,500 or more;
- (iii) the sales and uses described in Section **59-12-104** to the extent the sales and uses are exempt from taxation under Section **59-12-104**; and
 - (iv) any amounts paid or charged by a vendor that collects a tax under Subsection 59-12-107(1)(b).
- (2) (a) An amount equal to the total of any costs incurred by the state in connection with the implementation of Subsection (1) which exceed, in any year, the revenues received by the state from its collection fees received in connection with the implementation of Subsection (1) shall be paid over to the state General Fund by the cities and towns which impose the tax provided for in Subsection (1).
- (b) Amounts paid under Subsection (2)(a) shall be allocated proportionally among those cities and towns according to the amount of revenue the respective cities and towns generate in that year through imposition of that tax
- (3) To impose an additional resort communities sales tax under this section, the governing body of the municipality shall:
 - (a) pass a resolution approving the tax; and
 - (b) except as provided in Subsection (6), obtain voter approval for the tax as provided in Subsection (4).
- (4) To obtain voter approval for an additional resort communities sales tax under Subsection (3)(b), a municipality shall:
 - (a) hold the additional resort communities sales tax election during:
 - (i) a regular general election; or
 - (ii) a municipal general election; and
 - (b) publish notice of the election:
 - (i) 15 days or more before the day on which the election is held; and
 - (ii) in a newspaper of general circulation in the municipality.
- (5) An ordinance approving an additional resort communities sales tax under this section shall provide an effective date for the tax as provided in Section **59-12-403**.
- (6) (a) Except as provided in Subsection (6)(b), a municipality is not subject to the voter approval requirements of Subsection (3)(b) if, on or before January 1, 1996, the municipality imposed a license fee or tax on businesses based on gross receipts pursuant to Section 10-1-203.
- (b) The exception from the voter approval requirements in Subsection (6)(a) does not apply to a municipality that, on or before January 1, 1996, imposed a license fee or tax on only one class of businesses based on gross receipts pursuant to Section 10-1-203.

59-12-403. Imposition or repeal of tax -- Tax rate change -- Effective date -- Notice requirements.

- (1) For purposes of this section:
- (a) "Annexation" means an annexation to a city or town under Title 10, Chapter 2, Part 4, Annexation.
- (b) "Annexing area" means an area that is annexed into a city or town.
- (2) (a) If, on or after May 1, 2000, a city or town enacts or repeals a tax or changes the rate of a tax under this part, the enactment, repeal, or change shall take effect:
 - (i) on the first day of a calendar quarter; and
- (ii) after a 75-day period beginning on the date the commission receives notice meeting the requirements of Subsection (2)(b) from the city or town.
 - (b) The notice described in Subsection (2)(a)(ii) shall state:
 - (i) that the city or town will enact or repeal a tax or change the rate of a tax under this part;
 - (ii) the statutory authority for the tax described in Subsection (2)(b)(i);
 - (iii) the effective date of the tax described in Subsection (2)(b)(i); and
- (iv) if the city or town enacts the tax or changes the rate of the tax described in Subsection (2)(b)(i), the new rate of the tax.
- (3) (a) If, for an annexation that occurs on or after May 1, 2000, the annexation will result in a change in the rate of a tax under this part for an annexing area, the change shall take effect:
 - (i) on the first day of a calendar quarter; and
- (ii) after a 75-day period beginning on the date the commission receives notice meeting the requirements of Subsection (3)(b) from the city or town that annexes the annexing area.
 - (b) The notice described in Subsection (3)(a)(ii) shall state:
- (i) that the annexation described in Subsection (3)(a) will result in a change in the rate of a tax under this part for the annexing area;
 - (ii) the statutory authority for the tax described in Subsection (3)(b)(i);
 - (iii) the effective date of the tax described in Subsection (3)(b)(i); and
 - (iv) the new rate of the tax described in Subsection (3)(b)(i).

Enacted by Chapter 319, 2000 General Session

Botanical, Cultural and Zoo Tax

Title 59 – Revenue and Taxation
Title 59, Chapter 12 – Sales and Use Tax Act

59-12-701. Purpose statement.

The Utah Legislature finds and declares that:

- (1) Recreational and zoological facilities and the botanical, cultural, and zoological organizations of the state of Utah enhance the quality of life of Utah's citizens, as well as the continuing growth of Utah's tourist, convention, and recreational industries.
- (2) Utah was the first state in this nation to create and financially support a state arts agency, now the Utah Arts Council, which is committed to the nurturing and growth of cultural pursuits.
- (3) Utah has provided, and intends to continue, the financial support of recreational and zoological facilities and the botanical, cultural, and zoological organizations of this state.
- (4) The state's support of its recreational and zoological facilities and its botanical, cultural, and zoological organizations has not been sufficient to assure the continuing existence and growth of these facilities and organizations, and the Legislature believes that local government may wish to play a greater role in the support of these organizations.
- (5) Without jeopardizing the state's ongoing support of its recreational and zoological facilities and its botanical, cultural, and zoological organizations, the Legislature intends to permit the counties of the state of Utah to enhance

public financial support of Utah's publicly owned or operated recreational and zoological facilities and botanical, cultural, and zoological organizations through the imposition of a county sales and use tax.

Amended by Chapter 209, 1998 General Session

59-12-702. Definitions.

As used in this part:

- (1) "Botanical organization" means any private or public nonprofit organization or administrative unit of a private or public nonprofit organization having as its primary purpose the advancement and preservation of plant science through horticultural display, botanical research, and community education.
 - (2) (a) "Cultural organization" means:
- (i) a nonprofit institutional organization or an administrative unit of a nonprofit institutional organization having as its primary purpose the advancement and preservation of:
 - (A) natural history;
 - (B) art:
 - (C) music:
 - (D) theater; or
 - (E) dance; and
 - (ii) for purposes of Subsections **59-12-704**(1)(d) and(6) includes:
- (A) a nonprofit institutional organization or administrative unit of a nonprofit institutional organization having as its primary purpose the advancement and preservation of history;
 - (B) a municipal or county cultural council having as its primary purpose the advancement and preservation of:
 - (I) history;
 - (II) natural history;
 - (III) art:
 - (IV) music;
 - (V) theater; or
 - (VI) dance.
 - (b) "Cultural organization" does not include:
 - (i) any agency of the state;
 - (ii) except as provided in Subsection (2)(a)(ii)(B), any political subdivision of the state;
 - (iii) any educational institution whose annual revenues are directly derived more than 50% from state funds; or
- (iv) any radio or television broadcasting network or station, cable communications system, newspaper, or magazine.
- (3) "Recreational facility" means any publicly owned or operated park, campground, marina, dock, golf course, playground, athletic field, gymnasium, swimming pool, or other facility used for recreational purposes.
- (4) In a county of the first class, "zoological facilities" means any buildings, exhibits, utilities and infrastructure, walkways, pathways, roadways, offices, administration facilities, public service facilities, educational facilities, enclosures, public viewing areas, animal barriers, animal housing, animal care facilities, and veterinary and hospital facilities related to the advancement, exhibition, or preservation of mammals, birds, reptiles, or amphibians.
- (5) (a) (i) Except as provided in Subsection (5)(a)(ii), "zoological organization" means a nonprofit institutional organization having as its primary purpose the advancement and preservation of zoology.
- (ii) In a county of the first class, "zoological organization" means a nonprofit organization having as its primary purpose the advancement and exhibition of mammals, birds, reptiles, and amphibians to an audience of 500,000 or more persons annually.
- (b) "Zoological organization" does not include any agency of the state, educational institution, radio or television broadcasting network or station, cable communications system, newspaper, or magazine.

Amended by Chapter 21, 1999 General Session

59-12-703. Opinion question election -- Imposition of tax -- Uses of tax monies.

(1) (a) (i) Except as provided in Subsection (1)(a)(ii), a county legislative body may submit an opinion question to the residents of that county, by majority vote of all members of the legislative body, so that each resident of the county has an opportunity to express the resident's opinion on the imposition of a local sales and use tax of .1% on

the transactions described in Subsection **59-12-103**(1), to fund recreational and zoological facilities and botanical, cultural, and zoological organizations in that county.

- (ii) Notwithstanding Subsection (1)(a)(i), a county legislative body may not impose a tax under this section on:
- (A) the sales and uses described in Section **59-12-104** to the extent the sales and uses are exempt from taxation under Section **59-12-104**; and
 - (B) any amounts paid or charged by a vendor that collects a tax under Subsection 59-12-107(1)(b).
 - (b) The election shall follow the procedures outlined in Title 11, Chapter 14, Utah Municipal Bond Act.
- (2) If the county legislative body determines that a majority of the county's registered voters voting on the imposition of the tax have voted in favor of the imposition of the tax as prescribed in Subsection (1)(a), the county legislative body may impose the tax by a majority vote of all members of the legislative body on the transactions:
 - (a) described in Subsection (1); and
 - (b) within the county, including the cities and towns located in the county.
 - (3) The monies generated from any tax imposed under Subsection (2) shall be used for financing:
 - (a) recreational and zoological facilities within the county or a city or town located in the county; and
 - (b) ongoing operating expenses of botanical, cultural, and zoological organizations within the county.
 - (4) Taxes imposed under this part shall be:
- (a) levied at the same time and collected in the same manner as provided in Part 2, Local Sales and Use Tax Act, except that the collection and distribution of the tax revenue is not subject to Subsection **59-12-205**(2); and
- (b) levied for a period of ten years and may be reauthorized at the end of the ten-year period in accordance with this section.
 - (5) (a) For purposes of this Subsection (5):
 - (i) "Annexation" means an annexation to a county under Title 17, Chapter 2, Annexation to County.
 - (ii) "Annexing area" means an area that is annexed into a county.
- (b) (i) If, on or after May 1, 2000, a county enacts or repeals a tax or changes the rate of a tax under this part, the enactment, repeal, or change shall take effect:
 - (A) on the first day of a calendar quarter; and
- (B) after a 75-day period beginning on the date the commission receives notice meeting the requirements of Subsection (5)(b)(ii) from the county.
 - (ii) The notice described in Subsection (5)(b)(i)(B) shall state:
 - (A) that the county will enact or repeal a tax or change the rate of a tax under this part;
 - (B) the statutory authority for the tax described in Subsection (5)(b)(ii)(A);
 - (C) the effective date of the tax described in Subsection (5)(b)(ii)(A); and
- (D) if the county enacts the tax or changes the rate of the tax described in Subsection (5)(b)(ii)(A), the new rate of the tax.
- (c) (i) If, for an annexation that occurs on or after May 1, 2000, the annexation will result in a change in the rate of a tax under this part for an annexing area, the change shall take effect:
 - (A) on the first day of a calendar quarter; and
- (B) after a 75-day period beginning on the date the commission receives notice meeting the requirements of Subsection (5)(c)(ii) from the county that annexes the annexing area.
 - (ii) The notice described in Subsection (5)(c)(i)(B) shall state:
- (A) that the annexation described in Subsection (5)(c)(i) will result in a change in the rate of a tax under this part for the annexing area;
 - (B) the statutory authority for the tax described in Subsection (5)(c)(ii)(A);
 - (C) the effective date of the tax described in Subsection (5)(c)(ii)(A); and
 - (D) the new rate of the tax described in Subsection (5)(c)(ii)(A).

Amended by Chapter 192, 2001 General Session

59-12-704. Distribution of revenues -- Advisory board creation -- Determining operating expenses.

- (1) Except as provided in Subsections (3)(b) and (5), and subject to the requirements of this section, any revenues collected by a county of the first class under this part shall be distributed annually by the county legislative body to support recreational and zoological facilities and botanical, cultural, and zoological organizations within that first class county as follows:
- (a) 30% of the revenue collected by the county under this section shall be distributed by the county legislative body to support recreational facilities located within the county;

- (b) (i) 12.5% of the revenue collected by the county under this section shall be distributed by the county legislative body to support zoological facilities and organizations located within the county; and
- (ii) the county legislative body shall determine how the monies shall be distributed among the zoological organizations;
- (c) (i) 52.5% of the revenue collected by the county under this section shall be distributed to botanical and cultural organizations with average annual operating expenses of more than \$250,000 as determined under Subsection (3);
- (ii) subject to Subsection (1)(c)(iii), the county legislative body shall distribute the monies described in Subsection (1)(c)(i) among the organizations and in proportion to their average annual operating expenses as determined under Subsection (3); and
- (iii) the amount distributed to any organization described in Subsection (1)(c)(i) may not exceed 35% of the organization's budget; and
- (d) (i) 5% of the revenue collected by the county under this section shall be distributed to botanical and cultural organizations with average annual operating expenses of less than \$250,000 as determined under Subsection (3); and
- (ii) the county legislative body shall determine how the monies shall be distributed among the organizations described in Subsection (1)(d)(i).
- (2) (a) The county legislative body of each county of the first class shall create an advisory board to advise the county legislative body on disbursement of funds to botanical and cultural organizations under Subsection (1)(c)(i).
- (b) (i) The advisory board under Subsection (2)(a) shall consist of seven members appointed by the county legislative body.
- (ii) Two of the seven members of the advisory board under Subsection (2)(a) shall be appointed from the Utah Arts Council.
- (3) (a) Except as provided in Subsection (3)(b), to be eligible to receive monies collected by the county under this part, a botanical, cultural, and zoological organization located within a county of the first class shall, every three years:
 - (i) calculate their average annual expenses based upon audited expenses for three preceding fiscal years; and
 - (ii) submit to the appropriate county legislative body:
 - (A) a verified audit of annual expenses for each of those three preceding fiscal years; and
 - (B) the average annual expenses as calculated under Subsection (3)(a)(i).
- (b) Notwithstanding Subsection (3)(a), the county legislative body may waive the expense reporting requirements under Subsection (3)(a) for organizations described in Subsection (1)(d)(i).
- (4) When calculating average annual expenses as described in Subsection (3), each botanical, cultural, and zoological organization shall use the same three-year fiscal period as determined by the county legislative body.
- (5) (a) By July 1 of each year, the county legislative body of a first class county may index the threshold amount in Subsections (1)(c) and (d).
 - (b) Any change under Subsection (5)(a) shall be rounded off to the nearest \$100.
- (6) (a) Beginning on July 1, 2001, in a county except for a county of the first class, the county legislative body shall by ordinance provide for the distribution of the entire amount of the revenues generated by the tax imposed by this section as provided in this Subsection (6).
- (b) Pursuant to an interlocal agreement established in accordance with Title 11, Chapter 13, Interlocal Cooperation Act, a county described in Subsection (6)(a) may distribute to a city, town, or political subdivision within the county revenues generated by a tax under this part.
- (c) The revenues distributed under Subsection (6)(a) or (b) shall be used for one or more organizations or facilities defined in Section **59-12-702** regardless of whether the revenues are distributed:
- (i) directly by the county described in Subsection (6)(a) to be used for an organization or facility defined in Section **59-12-702**; or
 - (ii) in accordance with an interlocal agreement described in Subsection (6)(b).
- (7) The commission may retain an amount not to exceed 1-1/2% of the tax collected under this part for the cost of administering this part.

Amended by Chapter 192, 2001 General Session

59-12-705. Free or reduced admission day available to all state residents.

Each botanical, cultural, or zoological organization that receives monies from a tax imposed under the authority of this part and that periodically offers a waived or discounted admission fee shall make such waived or discounted

admission available to all residents of the state.

Enacted by Chapter 284, 1996 General Session

Municipal Transient Room Tax

Title 59 – Revenue and Taxation
Title 59, Chapter 12 – Sales and Use Tax Act

59-12-351. Definitions.

For purposes of this part:

- (1) "Public accommodation" means a place providing temporary sleeping accommodations that is regularly rented to the public and includes:
 - (a) a motel;
 - (b) a hotel;
 - (c) a motor court;
 - (d) an inn;
 - (e) a bed and breakfast establishment;
 - (f) a condominium; and
 - (g) a resort home.
 - (2) "Rents" include:
 - (a) rents; and
 - (b) timeshare fees or dues.
 - (3) "Transient" means a person who occupies a public accommodation for less than 30 consecutive days.

Amended by Chapter 11, 2001 Special Session 1

59-12-352. Transient room tax authority for municipalities -- Purposes for which revenues may be used.

- (1) (a) The governing body of a municipality may impose a transient room tax on the rents charged to transients occupying public accommodations in an amount that is less than or equal to 1% of the rents charged.
- (b) A governing body of a municipality imposing a tax under this section shall impose the tax on the rents described in Subsection (1)(a) relating to the Olympic Winter Games of 2002 made to or by an organization exempt from federal income taxation under Section 501(c)(3), Internal Revenue Code, except for rents described in Subsection (1)(a):
 - (i) paid for in full by the Salt Lake Organizing Committee for the Olympic Winter Games of 2002;
 - (ii) exclusively used by:
- (A) an officer, a trustee, or an employee of the Salt Lake Organizing Committee for the Olympic Winter Games of 2002; or
 - (B) a volunteer supervised by the Salt Lake Organizing Committee for the Olympic Winter Games of 2002; and
- (iii) for which the Salt Lake Organizing Committee for the Olympic Winter Games of 2002 does not receive reimbursement.
- (2) Subject to the limitations of Subsection (1), a governing body of a municipality may, by ordinance, increase or decrease the transient room tax under this part.
 - (3) A governing body of a municipality shall regulate the transient room tax under this part by ordinance.
 - (4) Revenues generated by the transient room tax under this part may be used for general fund purposes.

Amended by Chapter 291, 1998 General Session

59-12-353. Additional municipal transient room tax to repay bonded or other indebtedness.

(1) (a) Subject to the limitations of Subsection (2), the governing body of a municipality may, in addition to the municipal transient room tax authorized under Section **59-12-352**, impose a transient room tax on the rents described

in Subsection **59-12-352**(1)(a) in an amount that is less than or equal to 1/2% if the governing body of the municipality:

- (i) before January 1, 1996, levied and collected a license fee or tax under Section 10-1-203; and
- (ii) before January 1, 1997, took official action to obligate the municipality in reliance on the license fees or taxes under Subsection (1)(a)(i) to the payment of debt service on bonds or other indebtedness, including lease payments under a lease purchase agreement.
- (b) A governing body of a municipality imposing a tax under this section shall impose the tax on the rents described in Subsection **59-12-352**(1)(a) relating to the Olympic Winter Games of 2002 made to or by an organization exempt from federal income taxation under Section 501(c)(3), Internal Revenue Code, except for rents described in Subsection **59-12-352**(1)(a):
 - (i) paid for in full by the Salt Lake Organizing Committee for the Olympic Winter Games of 2002;
 - (ii) exclusively used by:
- (A) an officer, a trustee, or an employee of the Salt Lake Organizing Committee for the Olympic Winter Games of 2002; or
 - (B) a volunteer supervised by the Salt Lake Organizing Committee for the Olympic Winter Games of 2002; and
- (iii) for which the Salt Lake Organizing Committee for the Olympic Winter Games of 2002 does not receive reimbursement.
- (2) The governing body of a municipality may impose the transient room tax under this section until the sooner of:
 - (a) the day on which the following have been paid in full:
- (i) the debt service on bonds or other indebtedness, including lease payments under a lease purchase agreement described in Subsection (1)(a)(ii); and
- (ii) refunding obligations that the municipality incurred as a result of the debt service on bonds or other indebtedness, including lease payments under a lease purchase agreement described in Subsection (1)(a)(ii); or
 - (b) 25 years from the day on which the municipality levied the transient room tax under this section.

Amended by Chapter 291, 1998 General Session

59-12-354. Collection of tax -- Penalties -- Commission to interpret, audit, and adjudicate transient room tax.

- (1) Except as provided in Subsection (2), a governing body of a municipality levying a transient room tax under this part shall levy the tax at the same time and collect the tax in the same manner as provided in Part 2, Local Sales and Use Tax Act.
 - (2) Notwithstanding Section **59-12-206**, a municipality imposing a transient room tax under this part:
 - (a) may collect the tax and is not required to:
 - (i) transmit revenues generated by the tax to the commission; or
 - (ii) contract with the commission to collect the tax;
 - (b) shall report the revenues it collects to the commission as provided in Section 59-12-207; and
- (c) subject to the limitations of Subsections (3) and (4), may adopt an ordinance imposing penalties and interest on a person who:
 - (i) is required to pay the tax under this part; and
 - (ii) does not remit the tax to the collecting agent in a timely manner.
- (3) A governing body of a municipality adopting an ordinance imposing penalties and interest under Subsection (2)(c) may impose penalties and interest in amounts that are less than or equal to the penalties and interest rates authorized for the commission under Sections **59-1-401** and **59-1-402**.
- (4) A municipality may adopt an ordinance imposing penalties and interest under Subsection (2)(c) only if the municipality does not contract with the commission to collect the tax.
- (5) If a municipality elects to collect the tax as provided in Subsection (2), the commission shall interpret, audit, and adjudicate the tax imposed under this part.

Amended by Chapter 319, 2000 General Session

59-12-355. Imposition or repeal of tax -- Tax rate change -- Effective date -- Notice requirements.

(1) For purposes of this section:

- (a) "Annexation" means an annexation to a city or town under Title 10, Chapter 2, Part 4, Annexation.
- (b) "Annexing area" means an area that is annexed into a city or town.
- (2) (a) If, on or after May 1, 2000, a city or town enacts or repeals a tax or changes the rate of a tax under this part, the enactment, repeal, or change shall take effect:
 - (i) on the first day of a calendar quarter; and
- (ii) after a 75-day period beginning on the date the commission receives notice meeting the requirements of Subsection (2)(b) from the city or town.
 - (b) The notice described in Subsection (2)(a)(ii) shall state:
 - (i) that the city or town will enact or repeal a tax or change the rate of a tax under this part;
 - (ii) the statutory authority for the tax described in Subsection (2)(b)(i);
 - (iii) the effective date of the tax described in Subsection (2)(b)(i); and
- (iv) if the city or town enacts the tax or changes the rate of the tax described in Subsection (2)(b)(i), the new rate of the tax.
- (3) (a) If, for an annexation that occurs on or after May 1, 2000, the annexation will result in a change in the rate of a tax under this part for an annexing area, the change shall take effect:
 - (i) on the first day of a calendar quarter; and
- (ii) after a 75-day period beginning on the date the commission receives notice meeting the requirements of Subsection (3)(b) from the city or town that annexes the annexing area.
 - (b) The notice described in Subsection (3)(a)(ii) shall state:
- (i) that the annexation described in Subsection (3)(a) will result in a change in the rate of a tax under this part for the annexing area;
 - (ii) the statutory authority for the tax described in Subsection (3)(b)(i);
 - (iii) the effective date of the tax described in Subsection (3)(b)(i); and
 - (iv) the new rate of the tax described in Subsection (3)(b)(i).

Enacted by Chapter 319, 2000 General Session